



IMMEDIATE RELEASE
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OUTSIDE THE LINES: LIBRARIES REINTRODUCED RETURNS IN 2017

Registration now open for international library initiative

DENVER –March 6, 2017–Outside the Lines, a weeklong celebration demonstrating the creativity and innovation in libraries, returns Sept. 10-16, 2017. For libraries across the globe, community engagement is more important than ever. Outside the Lines provides a framework for libraries of all sizes and types to share their story and connect with their community in new and creative ways. Participating libraries are encouraged to use the initiative to help spark fresh ideas for marketing and engagement, while also helping to shift perceptions of libraries worldwide.

Registration for Outside the Lines 2017 is currently open to libraries and organizations at getoutsidethelines.org.

During the week of Outside the Lines, participating libraries agree to host at least one event or campaign designed to get people thinking – and talking – about libraries in a new way. Participants are also encouraged to develop community partnerships as a way of furthering their community reach beyond the library walls. Examples from past years include everything from community-sourced public art to brewery tours. Libraries everywhere are encouraged to spread the word about their involvement using the #getOTL hashtag across social networks.

ABOUT OUTSIDE THE LINES

Outside the Lines is an R-Squared initiative designed by Colorado library marketers and directors that gets libraries “walking the walk” – taking action to show our communities how important libraries are and how they’ve changed. This celebration takes many of the concepts discussed at R-Squared – The Risk & Reward Conference, such as creativity, customer curiosity, culture, community and creative spaces, and puts them into action where they count – in our local communities. Learn more at getoutsidethelines.org.

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