



IMMEDIATE RELEASE
March 31, 2016

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OUTSIDE THE LINES: LIBRARIES REINTRODUCED RETURNS IN 2016

Registration now open for international library initiative

DENVER – March 31 – In 2015, more than 275 libraries and organizations from 41 U.S. states, six Canadian provinces, Puerto Rico, Guantánamo Bay and Australia helped shift perceptions of libraries by participating in [Outside the Lines](#). A weeklong celebration demonstrating the creativity and innovation happening in libraries, Outside the Lines returns this Sept. 11-17, 2016.

Registration for Outside the Lines 2016 is currently open to interested libraries and organizations at getoutsidethelines.org. Participating libraries are encouraged to spread the word about their involvement using the #getOTL hashtag across social networks.

Current and prospective Outside the Lines participants will have the opportunity to connect and ask questions during two interactive sessions at the upcoming [Public Library Association 2016 Conference](#) (PLA), held April 5-9 in Denver. This biennial conference brings the library industry and its advocates together with a variety of educational programs, exhibits and speakers to enhance the development and effectiveness of public libraries and their staff. During the Outside the Lines presentations, attendees will learn how to engage their communities in new, creative ways; explore the power of libraries working together to demonstrate the creativity and innovation happening in the industry; and understand the importance of reshaping a library's story to help its community understand how libraries have changed.

Details

Get Outside the Lines: Reintroducing Your Library to the Community

[Thursday, April 7, 2016, 4-5 pm](#)

[Friday, April 8, 2-3 pm](#)

Colorado Convention Center, Room 201/203/205/207

Outside the Lines provides a framework for libraries of all types and sizes to reintroduce themselves to their communities. Learn how this international grassroots initiative helps get people thinking – and talking – about libraries in a whole new way. In this interactive session, we'll discuss some of the innovative ways libraries have connected with their communities, the importance of reshaping our library stories, and together brainstorm some fun, creative engagement strategies.

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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