

# OUTSIDE THE LINES

LIBRARIES REINTRODUCED

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## MORE THAN 200 LIBRARIES TAKE ACTION AS PART OF INTERNATIONAL GRASSROOTS INITIATIVE

*Outside the Lines aims to shift public perceptions of libraries  
everywhere*

DENVER – Aug. 29, 2017 – From budget cuts to outdated perceptions, libraries everywhere face similar challenges. Though libraries have adapted to meet the changing needs of their communities with innovative services and emerging technology, many outdated perceptions remain – think: dusty shelves and shushing librarians. To help shatter those perceptions, more than 200 libraries from across the globe are joining together as part of [Outside the Lines](#), a grassroots initiative aimed at showcasing how libraries are more relevant than ever. As part of Outside the Lines, organizations from Brazil to Australia, Estonia to Ghana, and 46 U.S. states will host events and campaigns designed to reintroduce the library to their community in meaningful ways. Through this creative community engagement, libraries actively address industry challenges while repositioning themselves in the public eye as a hub that helps build strong communities. With a flexible framework, participating in Outside the Lines is an opportunity for libraries of all types and sizes – small, large, urban, rural, academic, public – to put themselves at the forefront of people’s minds and show the impact libraries can make.

Now in its fourth year, Outside the Lines has grown to include a wide variety of participating libraries and organizations from more places across the globe. In addition to public and academic libraries, participants in this year’s initiative include everyone from the agricultural research library of the [International Fertilizer Development Center](#), a non-profit focused on increasing and sustaining food security and agricultural productivity in developing countries; to [Políticas Relacionais](#), a Sao Paulo-based organization committed to community-focused special projects for Brazilians.

Together, these organizations are helping to shift the conversation about the importance of libraries in communities everywhere. Below are three examples of Outside the Lines 2017 in action:

## **Supporting a bicycle-friendly community** **Albany Public Library, New York**

As the City of Albany works to implement its [Bicycle Master Plan](#) to create improved cycling for the city and meet its sustainability and transportation goals, the [Albany Public Library](#) has emerged as a reliable community partner in helping to make that vision a reality. The library's partnership with the Capital District Transportation Authority has created an alliance aimed at increasing more opportunities for residents to walk, bicycle and use public transportation through programs, events and resources like bike racks and bicycle repair stations. As part of this year's Outside the Lines initiative, Albany Public Library together with the Albany Public Library Foundation and Albany Bicycle Coalition, is hosting Bike the Branches, a community bicycle ride on Saturday, Sept. 16. In addition to promoting cycling as a fun, healthy alternative to driving, this group ride also celebrates the City of Albany's new bike-sharing program, Cycle!

"For years, we've been inspired by the Brooklyn Public Library's Bike the Branches," says Alexis Bhagat, executive director of the Albany Public Library Foundation. "The timing of Albany's bike sharing program created an opportunity to take the library out into the streets while promoting a partnership focused on improving our community's wellbeing."

Bike the Branches positions the library as an active, community-focused organization that goes the extra mile in helping residents explore healthy alternatives to driving.

## **Bridging the technology gap** **Campaspe Regional Library, Victoria, Australia**

For Outside the Lines, [Campaspe Regional Library](#) in Victoria, Australia, is taking tech to the people by participating in a Bridging the Gap Youth Expo at Echuca College on Tuesday, Sept. 12. With more than 1,000 students expected in attendance, this expo is aimed at improving the wellbeing, education and training of local students. Campaspe Regional Library will highlight virtual reality glasses, Ozobots and other technology it offers to residents.

"The Campaspe Regional Library Service is always seeking opportunities to connect young people with digital and print literacy, as well as promote all the great services it provides to them," says Jenny Mustey, library services manager at Campaspe Regional Library. "By taking the library out to where they are at and being involved in the Bridging the Gap Youth Expo, it's an opportunity not to be missed."

In addition to promoting the library as a technology hub, Campaspe Regional Library will also encourage families to take the art of the story outside through its Storywalk event on Thursday, Sept. 14. Inspired by the [The StoryWalk Project®](#), this community stroll will include a picnic and community storytime outside the library walls. Storywalk is also held in conjunction with the [Australian Reading Hour](#), a

national initiative designed to encourage Australians to discover the joy and benefits of reading.

### **Fostering startup culture Anythink Libraries, Colorado**

To help support and inspire entrepreneurs, [Anythink Libraries](#) in Adams County, Colo., is hosting [Anythink Startup Month](#) during Outside the Lines. Anythink Startup Month provides a variety of professional workshops to the public, covering everything from micro-financing and marketing to responsive web design and search engine optimization.

“Small businesses make up the majority of Adams County’s economy, and at Anythink, we are looking for new ways to support innovation and the entrepreneurial spirit in our community,” says Stacie Ledden, director of innovations and brand strategy for Anythink. “Through eclectic workshops and networking opportunities provided by Anythink staff and our metro-area partners, we hope to spark new ideas, new career opportunities, and maybe even new business ventures here in Adams County – all through the local library.”

With a variety of tracks for attendees, Anythink Startup Month is designed to foster the expanding entrepreneurial and startup culture in the Denver metro area. In addition to programming, the library will host a networking mixer at a local brewery to provide an opportunity for entrepreneurs and community leaders to connect.

### **Outside the Lines at a glance**

- Outside the Lines takes place Sept. 10-16, 2017
- 206 participating organizations
- Representation from 11 countries: Australia, Brazil, Canada, Croatia, Estonia, France, Ghana, Italy, Nigeria, United States, Zimbabwe
- Libraries represented include public, collegiate, K-12 and specialty
- Outside the Lines provides a framework for libraries to create events and campaigns tailored to their local community.

For more examples of events and campaigns from participating libraries, please contact Erica Grossman at [egrossman@anythinklibraries.org](mailto:egrossman@anythinklibraries.org).

## **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](http://getoutsidethelines.org).

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