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GUANTÁNAMO BAY NAVAL LIBRARY JOINS OUTSIDE THE LINES

First military library to participate in international campaign

DENVER – Sept. 1, 2015 – The [Morale, Welfare and Recreation \(MWR\) Community Library](#) at the U.S. Naval Station in Guantánamo Bay, Cuba, is the first military library to join [Outside the Lines](#), a weeklong initiative – Sept. 13-19, 2015 – celebrating the creativity and innovation happening in libraries. Started by a group of Colorado library marketers, this campaign now includes more than 200 participating organizations from across the United States, Canada and Australia.

Covering a diverse sector of the library industry, Outside the Lines includes urban, rural, academic and state libraries. With the addition of the MWR Community Library in Guantánamo Bay, the initiative will now also reach a new community segment – members of the United States military service and their families.

“Here on the Guantánamo Bay Naval Station, we serve our military community through dynamic, entertaining and education library programs,” says Tiffany T. Hughey, senior library technician at the MWR Community Library. “Outside the Lines is an opportunity for us to take our quality service out into the community and interact with military members, and their families, along with civilians and contractors, on a whole new level.”

[Building upon the success of the initiative's inaugural year](#), Outside the Lines is an opportunity for libraries to reconnect with the communities they serve through events and campaigns that get people thinking – and talking – about libraries in a new way. In recent years, libraries have changed to include a number of innovative experiences and technology, such as 3D printers, ebooks, woodworking classes, seed libraries, laptop checkouts and more. Outside the Lines is designed to actively shift outdated perceptions by encouraging libraries to engage with their specific communities through activities both in and outside the library walls.

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Throughout the week of Sept. 13-19, the MWR Community Library will host a number of fun, unexpected experiences for all ages. Examples include cardboard building challenges and story times out in the community, wrapping up the week with the “How I Became A Pirate Parrty.”

“Outside the Lines was designed to be scalable, so no matter the library's size or specialty, there's an opportunity to get involved,” says Stacie Ledden, director of innovations and brand strategy at Anythink Libraries and planning chair of Outside the Lines. “Whether you're a large urban library, a small rural library or a military library like the MWR Community Library at Guantánamo Bay, we face similar challenges in helping people understand that libraries are not warehouses for books but spaces to help people pursue ideas and passions. We're thrilled to have MWR Community Library participating in Outside the Lines by reintroducing the library to their community and engaging them in new and exciting ways.”

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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