



IMMEDIATE RELEASE
Sept. 9, 2015

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MORE THAN 260 LIBRARIES TO GET OUTSIDE THE LINES

Participating organizations to help shift perceptions Sept. 13-19

DENVER – Sept. 9, 2015 – Next week, more than 260 libraries from across the United States, Canada and Australia will participate in [Outside the Lines](#), a weeklong initiative – Sept. 13-19, 2015 – celebrating the creativity and innovation happening in libraries.

[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.

Outside the Lines 2015: A snapshot

- More than 260 participating organizations from the United States, Canada and Australia:
 - 25 Canadian libraries from 6 provinces
 - 42 U.S. states and territories represented, including Puerto Rico and the [Guantánamo Bay naval base in Cuba](#)
- Outside the Lines is designed to be scalable, regardless of a library's size of population served. This year, more than 100 libraries with service areas of over 100,000 and more than 25 libraries with service areas under 2,500 have signed up.
- Libraries are reaching out to their communities in new and engaging ways:
 - Hagerstown Jefferson Township Library (Ind.) is reaching for the moon. On Sept. 19, the library will set up telescopes and sky mapping activities at their local park for residents to get a fresh look at the sky and the library.
 - Durango Public Library (Colo.) will set up portable lounges throughout the city, complete with couches, chairs, tables and

lamps. These community living rooms will allow passersby to relax and take a break with the library.

- Bee Cave Public Library (Texas) is partnering with a variety of local merchants to rename local goods with literary titles. Complementary booklists can be returned to the library for the chance to win prizes from community partners.

Library advocacy worldwide

Individuals across the globe are invited to participate and celebrate libraries during Outside the Lines. Advocates everywhere are encouraged to:

- Convince friends to get a library card, or sign up for one themselves
- Celebrate libraries online with [specially designed stickers](#) and the [#getOTL hashtag](#)
- Tell everyone – friends, grocery clerks, bartenders – about their library experiences
- Visit their local library

Learn more about Outside the Lines, including additional stories from participating libraries at getoutsidethelines.org/press.

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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