

For Immediate Release

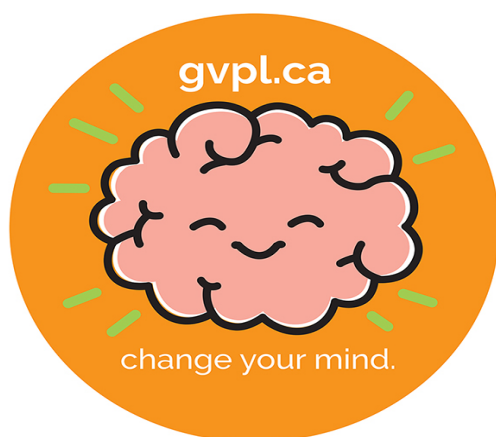
IFLA PressReader International Marketing Award Winners 2020

Foshan Library (China) is the 1st place winner of the coveted IFLA PressReader International Marketing Award for 2020.



Foshan Library (China) wins 1st place for their N-Library: To Forge a Closer Community of Shared Future. N-Library, an abbreviation of “Neighborhood Library,” helps families build libraries at home by moving collected books and resources of public libraries to their homes. With the aid of information technology, 818 N-Libraries function as a mini-public library serving relatives and friends, neighbors, people with disabilities, as well as the elderly.

The 1st place winner receives 3000€ cash award towards airfare, lodging and registration to attend the IFLA World Library and Information Congress in Rotterdam in 2021.



Greater Victoria Public Library (Canada) is the 2nd place winner for their campaign Change Your Mind. GVPL decided that it was time to Change Your Mind, using an integrated brand strategy to transform the way people think about libraries in Greater Victoria and well beyond.

The 2nd place winner receives 2000€ towards airfare, lodging and registration to attend the IFLA World Library and Information Congress in Rotterdam, August 2021.



Murcia Public Library (Spain) is the 3rd place winner for their campaign Viven en la BRMU / They live in BRMU. The Murcia Public Library decided to change preconceived ideas about libraries, stimulate the intellectual curiosity of users through humor and reflection and open the library to new groups, sensibilities and speeches.

The 3rd place winner receives 1500€ towards airfare, lodging and registration to attend the IFLA World Library and Information Congress in Rotterdam, August 2021.

Submissions were received from all around the world, with entries from Argentina, Australia, Brazil, China, Canada, Colombia, Croatia, Czech Republic, Finland, France, Germany, Greece, India, Iran, Kazakhstan, Lithuania, Malaysia, Nigeria, The Philippines, Russia, Senegal, Serbia, Singapore, South Africa, Spain, Sweden, Uganda, Ukraine and the United States. The top ten include the first, second and third winners and seven unique projects. Applications were selected via criteria that demonstrated innovative and original project marketing strategies.

The IFLA PressReader International Marketing Award is presented by the IFLA Section on Management and Marketing in collaboration with the award sponsor PressReader. This award, in its 17th year, honours organizations which implement creative, results-oriented marketing projects or campaigns.

The International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession with more than 1,300 members in 140 countries worldwide. The Headquarter is based The Hague/Netherlands.

“Our goal is that libraries around the world will get inspiration from these amazing campaigns,” says Anya Feltreuter, chair of the IFLA Section on Management and Marketing. “We think the diversity in scope of these projects shows you don’t need a lot of money to successfully market your library and its services. All you need is some research, a good idea, and strategic implementation.”

As the leading digital and print-on-demand newspaper and magazine platform, PressReader (about.pressreader.com) is helping IFLA to recognize and support creative, inspired, results-oriented marketing campaigns. Our top three winners also receive an exclusive one-year VIP account with PressReader.

“We are so impressed with the winners and their innovative projects,” adds PressReader Director of Libraries Kelly Banks. “It’s exciting to see well-developed campaigns designed to bring communities together, change minds and challenge the perception of what a library can be. Campaigns like these are even more important in 2020, as we navigate what it means to have a contactless library experience. Congratulations to the winning libraries and all those that participated.”

Our top three winners are:

1. Foshan Library (China): [N-Library to Forge a Closer Community of a Shared Future](#)
2. Greater Victoria Public Library (Canada): [Change Your Mind](#)
3. Murcia Regional Library (Spain): [Viven en la BRMU/They Live in BRMU](#)

In addition to the top three winners, the next seven organizations and their marketing campaigns are recognized for their innovative and creative approaches to marketing (in alphabetical order):

- Helsinki City Library (Finland): [Instead of Owning](#)
- Library Aid Africa (Nigeria): [#libraryselfie2019](#)
- National Library Board Singapore (Singapore): [A Cuppa Read: Grow with Every Read](#)
- Nekrasov Central Library, Moscow (Russia): [Electro Lectorium](#)
- Ningbo Library (China): [Dating a Book in 24 Hours](#)
- State Public Scientific Technological Library the Siberian Branch of Russian Academy of Sciences (SPSTL SB RAS) (Russia): [Intercultural Dialog at the Megapolis Library](#)
- Wuhan University Library (China): [Messenger of Books and Dreams](#)

Media Inquiries

Jeremiah Walter
Information Coordinator
IFLA Management & Marketing Section
JWalter@ppld.org
ifla.org/management-and-marketing

About [PressReader](#)

PressReader is on a mission to improve the way people discover stories that matter to them. With offices in Vancouver, Dublin and Manila, the company provides the largest all-you-can-read platform of newspapers and magazines where people can discover relevant and trusted content from anywhere in the world, and read global titles like The Guardian, The Independent, Los Angeles Times, and Le Figaro.

Using their phone, tablet or computer, readers can [browse content online](#) or download entire issues using the [PressReader app](#). They can subscribe for unlimited access, or get the full experience sponsored by one of its brand partners, businesses that leverage the premium content platform to enhance their customers' experience – household names like British Airways, Turkish Airlines, Cathay Pacific, Air Canada, Marriott, Fairmont Hotels, Seabourn Cruise Lines, Princeton University, and the New York Public Library.