

For immediate release

2022 IFLA PressReader International Marketing Award

Nov. 2, 2021 – Win €3,000 towards travel costs to the IFLA World Library and Information Congress in 2022! The IFLA Section on Management and Marketing is partnering with [PressReader](#) for this year’s IFLA PressReader International Library Marketing Award.

“When libraries worldwide navigate many COVID-related logistical challenges, there is greater importance of innovative communications and marketing to patrons,” says James Fairbotham, Senior Area Manager, Libraries at PressReader. “We are excited to be once again supporting the IFLA Marketing Award to celebrate the most impactful campaigns from 2021.”

The award is given to the library that best implements creative, results-oriented marketing projects or campaigns. Three finalists are selected based on innovative contributions to marketing in the library field. The winning libraries will receive funds towards airfare, lodging, and registration to attend the IFLA World Library and Information Congress in Dublin, Ireland in July 2022. First place receives €3,000, second €2,000, and third €1,500.

The award also honours the top 10 submissions with certificates of recognition and a Premium PressReader account.

“Through this award program, we can not only recognize the best marketing campaigns from around the world, we can also provide library institutions with ideas and inspiration to improve their own marketing,” says IFLA Management and Marketing Chair Anya Feltreuter.

Applications will be accepted through 19 December 2021 at iflapressreader2022.org, where you can also find more information about submission and award criteria.

Questions? You can contact IFLA Management and Marketing Information Coordinator Jeremiah Walter at jwalter@ppld.org.

[###](#)

About PressReader

PressReader is the largest all-you-can-read platform of newspapers and magazines where people can discover relevant and trusted content from anywhere in the world — publications such as *The Wall Street Journal*, *La Vanguardia*, *The Washington Post*, *Los Angeles Times*, *The Globe and Mail*, *The Guardian*, *Newsweek*, *Forbes*, *Le Figaro*, and *Vanity Fair*, to name just a few.

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, Iberia, Turkish Airlines, Cathay Pacific, Air Canada, Marriott, Fairmont Hotels, Seabourn Cruise Lines, Princeton University, and the New York Public Library.

About PressReader Limited

PRESS RELEASE
For immediate release



PressReader Limited (“the Company”) is a group of technology companies on a mission to transform the way people read and learn in the digital age. The Company is building a data-driven and experience-centric one-stop platform to empower content creators, readers and business partners in every step of content creation, distribution, information consumption and brand engagement.

The Company works with the publishers of over 14,000 newspapers, magazines and educational publications and collaborates with global business partners from 150 countries to connect people from every corner of the world with quality content. The Company’s online reading platform, [PressReader](#), is the world’s largest digital newsstand. The all-you-can-read platform offers more than 7,000 newspapers and magazines in 64 languages from over 125 countries.

Founded in 1999 in Vancouver (Canada), the Company has since grown to over 500 employees worldwide with international offices in Dublin (Ireland), Manila (Philippines) and Phoenix (USA).