ALIA Library Lovers’ Day Campaign Wrap-up
Project dates
14 February 2018

Brief description
The Library Lovers' Day 2018 campaign involved asking well-known Australian authors to write love letters to libraries. We then turned these letters into posters, bookmarks and social media tiles, to be displayed in libraries and shared online. Promotional collateral was also created with branding that could be used and adapted by libraries. Australian Parliamentarians were also encouraged to take part, by returning love letters on cards which were sent to their offices by ALIA.
Partners (sponsors, other stakeholders)

- Australian Publishers Association
- Parliamentary Friends of Australian Books and Writers

Participation and statistics

Library Lovers’ Day this year achieved a recognition and level of engagement far surpassing that of previous years. Libraries, schools, university libraries, authors and publishers all shared the posters and promoted the day with enthusiasm, many held their own events.
Outcomes

Library Lovers' Day 2018 was successfully launched at the Parliamentary Friends of Australian Books and Writers event at Parliament House on 13 February 2018.

Library Lovers' Day was celebrated in libraries and schools across Australia and internationally, with events in all States and Territories. Many library users, authors and politicians have shared their love for libraries on social media, with the hashtag #LibraryLoversDay trending at number two on Twitter in Australia, second only to #ValentinesDay itself. Over the campaign, hundreds of tweets were shared from all states of Australia, and internationally.

Graham Perrett MP discussed Library Lovers' Day in Parliament, which you can watch here, or read on Hansard here.
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**Library Lovers' Day**

Mr PERRETT (Moreton—Opposition Whip) (13:39): I'm not sure if this is the right climate to say this, but today is a day for lovers—lovers of libraries. I had the pleasure last night of helping launch the Library Lovers' Day with my co-chair of the Parliamentary Friends of Australian Books and Writers, Senator Linda Reynolds. The Australian public library network is a national asset, supporting reading, literacy, digital skills and cybersafety. It provides spaces for study, safe places, and hosts more than 121,000 story times for young children each year, with over three million participants, runs English classes for new migrants and refugees, helps jobseekers and ensures equal access to information for everyone.

In my electorate of Moreton, we have five public libraries in Coopers Plains, Corinda, Sunnybank Hills, Annerley and, my local library, Fairfield. I will also mention two libraries just outside my electorate that are used by local constituents—Garden City and Indooroopilly libraries. I love my libraries. I'm sure everyone in this place loves their libraries. We can't forget the Parliamentary Library right here in this building that does great work for democracy. Today is your chance to let your library know how you feel. You can fill out a Valentine's Day card like the one I'm holding. Go to the Library Lovers' Day website for details. The Australian Library and Information Association will be putting the best quotes together with love letters from some of our top authors and publishing a 'Library Lovers' book in time for Library and Information Week in May. Don't forget the hashtag #libraryloversday for your social media posts.
Collateral generated

- Website
- Posters
- Social media tiles
- Bookmarks 1, 2, 3, 4
- Activities and resources
- Valentines day cards sent to MPs
- Letterhead, email signature and web banner
- Stickers
Library Lovers’ Day featured on ABC radio and local newspapers and sites nationally. Many local councils also issued media releases encouraging involvement.

Celebrating the written word, ‘the whiff of a good book on Library ...
The Canberra Times - 13 Feb. 2018
Celebrating Library Lovers’ Day at the Civic Library on Wednesday were (L-r) ABC Radio Canberra journalist Louise Maher, Labor MLA Suzanne Orr, Aboriginal and Torres Strait Islander Elected Body deputy chair Jo Chivers, Canberra author and poet Harry Liang and Libraries ACT director Vanessa Little.

MidCoast Libraries holds library lovers day on Valentines Day
Manning River Times - 8 Feb. 2018
Lovers world-over celebrate on February 14, and MidCoast Libraries are sharing the love, it's library lovers day and there are many ways to show your level ...
MidCoast's library events manager, Danielle Donnelly said there was a lot of love from many library lovers across the MidCoast region.

Showing the library our love on Valentine’s Day
Northern Star - 8 Feb. 2018
View all

MidCoast Libraries is full of good stories
Manning River Times - 23 Feb. 2018
We've a diverse wide range of school holiday programs – leap into Library Lovers Day by going on blind dates with books; held author talks (on topics such as transforming your life, right through to notable figures in 16th century England) and celebrate the Chinese New Year. We're not resting on our ...

MidCoast Council libraries deliver a diverse range of resources and ...
Manning River Times - 27 Feb. 2018
Whatever thinks nothing much happens in libraries clearly doesn’t know anything about them. We’ve a diverse wide range of school holiday programs; leap into Library Lovers Day by going on blind dates with books; held author talks (on topics such as transforming your life, right through to notable figures ...

Library Lovers Day in Blue Mountains libraries
Blue Mountains Gazette - 11 Feb. 2018
And this Valentine’s Day [February 14] the librarians of the Blue Mountains are offering a reward for those who send a bit of love to their popular institution ...

Library Lovers Day
The Border Watch - 10 Feb. 2018
LIBRARY LOVE: Teresa Neary holds up one of the “blind dates” for the annual National Library Lovers’ Day, celebrate everything that libraries offer the community this Valentine’s Day. LOVE is in the air for all on February 14 – not just for the romantic celebrating Valentine’s Day, but also for those ...

Tanworth library to hold games night
The Northern Daily Leader - 21 Feb. 2018
A board games night this evening at Tanworth Library will also be the launch of its board game collection. It's part of the annual Library Lovers' Day, the Australian Library and Information Association campaign which sees libraries holding special events in the days around February 14. Register at ...

MidCoast Libraries are full of good stories
Wingham Chronicle - 20 hours ago
We’ve a diverse wide range of school holiday programs – leap into Library Lovers Day by going on blind dates with books; held author talks (on topics such as ... You can find us under MidCoast Libraries or just go to our website and follow the Facebook and Instagram links at the bottom of our homepage.
The Hub on Books is your weekly destination for in-depth literary interviews as well as news and analysis about the publishing industry. A must listen for lovers of fiction.

Tuesday 13 Feb 2018

Craig Sherborne's new novel, Australian Children's Laureate Morris Gleitzman, celebrating Library Lovers' Day with poet Bella Li, and the Stella Prize longlist

If you imagine every negative stereotype about journalism, it's all there in Australian writer Craig Sherborne's scathing new novel, Off the Record. We're also joined by Australia's new Children's Laureate Morris Gleitzman, visit the State Library of Victoria with poet Bella Li, and reflect on the legacy of the Stella Prize for women writers, with Sophie Cunningham.
Social media highlights

The #LibraryLoversDay campaign received enormous support on social media, with libraries sharing the creative ways they had used the collateral to theme their celebrations. Authors and publishers shared their posters, and politicians shared their letters of love.
Inner West Council Libraries @IWCLibraries · Jan 30
Persuasion by Jane Austen continues to be her most admired work. Join Susannah Fullerton, OAM, President of the Jane Austen Society of Australia, as she reveals more about this romantic, ever popular classic.

#libraryloversday #librarylove

Jock Serong @jockserong · Jan 30
Had a great time making this poster for #libraryloversday; aren't we all fans of #libraryloving?

@ALIANational

Mark Brandl @mb_randi · Feb 1
First proper romantic thing I've done for Valentine's Day in ... well ... maybe ever. Speaks for itself really. #libraryloversday

Aust Lib & Info Assn @ALIANational
Have you seen the Love Letter Poster from @mb_randi? You can see it, along with those of other wonderful authors who contributed to #libraryloversday at alia.org.au/libraryloversd...

Text Publishing @text_publishing · Feb 1
#libraryloversday is 14 February—download some great posters and bookmarks to show your library love! alia.org.au/libraryloversd ... @ALIANational @TonileeJordana @StuartKells

SunshineCoastLibrary @SCLibraries · Feb 1
#LibraryLoversDay – we show you the love!

Join us at any #SunshineCoastLibrary location, on Wednesday 14 February, for a free morning or afternoon tea with fresh scones, cakes, tea and coffee.
Softlink Education @SoftlinkEdu · Feb 5
Have you seen this wonderful collection of posters made by @ALIANational from Australian Authors’ love letters to libraries?
What are you planning for #libraryloversday February 14? bit.ly/2EFAGZX

CSU Library @CSU_Library · Feb 5
Only 9 days to go to the 2018 #LibraryLoversDay! What are you doing to celebrate?
ow.ly/05q309C1R

Alice Springs Public Library @ASPLibrary · Feb 6
‘Library Lovers Day’ is Wed 14 February. Grab a free Library Lovers’ pack to write your very own love letter. #libraryloversday pic.twitter.com/C2ej0aqbes
Libraries ACT @LibrariesACT · Feb 8
Make a lunch date with us for a special #LibraryLoversDay event on Wed 14 February 2018 from 12 - 1pm - Civic Library Bookings:
library.act.gov.au/learning/whats... #CBR @ALIANational

Libraries ACT @LibrariesACT · Feb 8
What do you love about Libraries?
Wednesday, 14 February 2018
12.00 - 1.00pm | Civic Library

Arthur Holt Library @lglibrary · Feb 12
#Libraryloversday I think you mean #libraryloversweek #librarylife

Local Government NSW @ignsw · Feb 8
Some great ideas for activities plus resources for those taking part in #LibraryLoversDay

Aust Lib & Info Assn @ALIANational · Feb 8
Download all of the fantastic #LibraryLoversDay posters and bookmarks for your schools, libraries and offices. See @SaraFoster's fantastic poster with the full poem she wrote to #Libraries bit.ly/lTOCReM #ALIA

NLA Bookshop @NLABookshop · Feb 8
This #LibraryLoversDay on Feb 14 we're celebrating our love for our favourite library, the @nlagovau 💌 #HelloLover #Library

Lauren Stratton @laurenS_library · Feb 10
Put up my #libraryloversday display this morning! Plus love letters to libraries - postcard style! #ALIA

Pantera Press @PanteraPress · Feb 9
"It is your nature to be there for whoever needs you - rich or poor, learned or learning. Others love you as much as I, and that is as it should be. I can share." @SulaniGentill on her not-so-secret romance with Libraries.
#LibraryLoversDay alia.org.au
State Library of Qld @slqld · Feb 12
We're getting ready for LibraryLoversDay February 14 by sharing love songs from our sheet music collections.

St Catherine's @StCatherineSyd · Feb 12
#Libraryloversday is on Wednesday!

StCAcademicChallenge @StCAcademic
Looking forward to libraryloversday @StCatherineSyd Research Centre @wordupstcaths. A chance to celebrate libraries, books and Reading

Library@SPC Mackay @library91366200 · Feb 12
#Libraryloversday @ SPC

ABC RN’s The Hub @ABCRNTheHub · Feb 13
On this morning’s Book Hub with @NicholsClaire
Craig Sherborne’s new novel from @text_publishing
new @Ozlaureate Morris Gleitzman
celebrate LibraryLoversDay with poet Bella Li

Sacré Cœur Library @Sac_Library · Feb 12
Library Lovers’ Day is a chance for everyone to reconnect with the library and share the library love. Save the date: 14 February #libraryloversday pic.twitter.com/AIGf5nazcL
Ready to go for launch of #libraryloversday @ALIANational at Parliament House tonight with our friends the publishers, booksellers, authors and, of course, politicians from all sides! ALIAceo

If you can’t be with the one you love, then love the library book you’re with #LibraryLoversDay

Pleasure to be at APH on #LibraryLoversDay

Today is #LibraryLoversDay. It’s all about celebrating the love that we all hold for our libraries – acting as a meeting place to make friends, somewhere to study & gain knowledge, and a treasure trove of entertainment!
Happy Library Lovers’ Day! Libraries are an important part of our community, and a great way to spend a wet Tasmanian day. Find out ways to celebrate LibraryLoversDay by heading to aila.org.au/libraryloversd... @ALIANational

when I was in primary school, and have been visiting you regularly ever since. I’ve come to learn that you are not just a magic save of books and stories – you’re a hub that links different strands of my community. In fact you don’t just link, you help to create that community. I love how you welcome everybody, whether they’re six or sixty, single or sophisticated, weak or strong, rich or poor, lonely or sociable, digital natives or complete luddites. You give everyone a sense of belonging, and that inclusiveness warms my heart. For me, every day is Library lovers’ day!

Buk bilong Pikinni @BbPPNG - Feb 14

We are aware that there is another important celebration going on today BUT it is also Library Lovers’ Day today! Share your love with Buk bilong Pikinni and 👫 let us know how much you love libraries and what they have meant in your life! #LibraryLoversDay #libraries #literacy

St Margaret’s Anglican Girls School students Sophie Lath, Annie Ferrer, Georgie Lucas and Sarah Stephenson.

In love with libraries

Students at St Margaret’s organised a lucky dip book hunt for the Library Lovers’ Day this month. The school took part in the Australian Library and Information Association’s event on Valentine’s Day. Students organised a lucky dip book hunt for the day. Head of Key Learning and Research Peter Cottle and wrapped books were on display in the Learning Centre in the lead up to the day.

The girls responded with much enthusiasm, however, lucky dip books within half an hour.” Mr Cottle said. Students joined in the national celebration and wrote love letters to their local libraries.

They commented on the beauty and convenience of a book that could transport the reader to another world. “The library is a place I can relax and explore to a million different locations,” one letter read.

Two Sides Australia @TwoSidesAus - Feb 14

Not only is it Valentine’s Day, but it’s also National LibraryLoversDay! According to the latest Toluna report, 58% of Australians, and 70% of Kiwis agree reading a printed book is more enjoyable than an electronic alternative. twosides.org.au/survey2017

Vision Australia @visionaustralia - Feb 14

The #LibraryLoversDay let us know what you love about the @VAlibrary! Learn more about what’s on offer here: bit.ly/2EyZla3