

**libraries. online.**  
[www.mylibrary.sk.ca](http://www.mylibrary.sk.ca)

welcome to your Saskatchewan e-library services and resources



To: All Saskatchewan Public, School, Post-Secondary, and Special Libraries

Libraries are valuable resources for Saskatchewan citizens! Beginning September 6, 2005, libraries have a unique opportunity to send this message to Saskatchewan people through the "libraries. online." campaign. There will be an official six-week launch of the campaign starting in September and leading up to a promotion blitz during Saskatchewan Library Week (October 17-23, 2005). Following this period, "libraries. online." promotional tools will continue to be available to libraries to promote their online services.

You are invited to participate in the province-wide "libraries. online." campaign, created by the Multitype Library Board, to be used by libraries across Saskatchewan. The campaign promotes online library services as a key highlight of the exciting services libraries have to offer. All types of libraries in Saskatchewan have helped design the campaign, including the creation of the common slogan, key messages, promotional products, and other common promotional resources that all libraries across the province can use.

Libraries actively participate in the distribution and promotion of the campaign ensuring their local communities are well-informed about the online services libraries have to offer.

Your participation will help make the campaign a success! This planning package includes detailed information to help you plan your participation. Every effort has been made to create campaign products and tools that are easy to use, accessible and adaptable to your library's needs and environment. After the six-week launch, libraries are encouraged to continue promoting online services through the "libraries. online." campaign as well as give us feedback on our shared successes and how we can be more effective in the years to come.

We encourage you to contact your library sector campaign champion and campaign implementation working group representative to discuss ideas about the campaign. Questions may also be directed to campaign coordinator Amy Rankin. See the attached contact information.

Libraries in Saskatchewan have a long history of working together to realize shared goals. The "libraries. online" campaign has been designed to capitalize on this strength. The more libraries that use the design and the slogan, the more effective the campaign will be in informing Saskatchewan people about on-line library services.

We can achieve more by working together. Please join us in giving "libraries. online." a strong profile across the province this fall and in the years to come!

Sincerely,  
Carol Shepstone  
Chair, Multitype Library Board