

Call for Entries 2007

**California Library Association
Public Relations and Marketing Committee**

**Announcing the annual PRexcellence Awards
honoring the creativity of California's
library community**

California Library Association (CLA) will honor PRexcellence Award winners during the annual CLA conference. The most creative entry, the **Best of Show Award**, will be presented during the Awards Banquet.

We encourage all formats: print, electronic or multimedia. An entry may be one piece or an entire campaign.

Within three divisions determined by organizational budget (**less than \$5M; \$5-10M; \$10M and above**), one award will be given in each of these four categories:

PROGRAMMING
ADVOCACY
NEWS & INFORMATION
OTHER

(category descriptions can be found on the entry form)

All California libraries and library-related organizations (including Friends and Foundations) are invited to enter materials designed and used in FY 2006-2007.

Guidelines for Entry

- ◆ Enter as many categories as you like, but **please** use a separate entry form (following page) for each entry (item or campaign).
- ◆ Please submit four (4) copies of each entry; attaching the form to the top copy.
- ◆ You may submit digital photographs of items that are not readily available in electronic format, such as displays, etc.
- ◆ Please label each entry (and its various pieces, if any) with the name of the organization and contact person.
- ◆ CLA plans to display the winning entries on its website for future inspiration. Please include, on a CD-ROM, an electronic copy (high quality .jpg or .pdf format) or a digital photograph of each entry as part of your submission packet.
- ◆ Materials will not be returned.

DEADLINE FOR ENTRIES IS TUESDAY, AUGUST 7, 2007.

*All materials must be **postmarked** no later than Tuesday, August 7, 2007.
No exceptions will be made.*

**Please clearly mark your entries "PRexcellence Awards" and mail to:
California Library Association
717 20th Street, Suite 200, Sacramento, CA 95811-1784**

Winners will receive a PRexcellence 2007 Certificate of Recognition. Winning materials will be displayed at the California Library Association's annual conference in Long Beach, October 26-29 and on the CLA website after the conference.

Winners should be able to supply 100 printed copies of the award-winning materials for distribution at the CLA Swap & Shop to share with other libraries.

For questions, please contact...

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