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For Immediate Release

**Carnegie Library of Pittsburgh Receives International Acclaim
for Public Relations Materials**

(PITTSBURGH, PA – July 30, 2010) Four promotional items created by Carnegie Library of Pittsburgh's Office of Communications & Creative Services were honored in Washington, D.C. during the Library Leadership and Management Association's (LLAMA) 2010 Best in Show Competition.

Carnegie Library of Pittsburgh received awards in the following categories:

- Winner: Reading Programs: Children and Young Adult (Mother Goose Rhyme Packets)
- Winner: Web Pages/Home Pages (Teen Web site)
- Honorable Mention: Reading Programs: Adult and Family (Reduce Reuse Reread Summer Reading Materials)
- Honorable Mention: Print Materials Promoting Web Sites (Teen Web site bookmark)

Established in 1957 LLAMA encourages and nurtures current and future library leaders, and develops and promotes outstanding leadership and management practices. The organization's Best in Show Competition recognizes libraries throughout the United States and Canada for their original public relations materials produced during the 2009 calendar year. Carnegie Library of Pittsburgh's entries were selected from hundreds of submissions by a team of experts representing the public relations and marketing fields. All entries were judged on content, originality, design format and message effectiveness. The judges selected no more than one Best of Show winner and/or one honorable mention in each budget division of each category.

The awards were presented at LLAMA's Best of Show Awards Ceremony in Washington D.C. The ceremony is part of the *LLAMA Public Relations Swap and Shop Presents: PR X-Change*, a promotional and networking event for library professionals.

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About Carnegie Library of Pittsburgh

Engaging our Community in Literacy and Learning

Carnegie Library of Pittsburgh contributes to the educational attainment, economic development, and cultural enrichment of the region. Through critical services such as early learning programs for children, job search assistance and computer and Internet access, the Library fosters lifelong learning and is a renowned leader among the nation's libraries. With more than 2 million visitors and 3.5 million items borrowed each year, Carnegie Library of Pittsburgh is the region's most visited asset and one of the largest public libraries in Pennsylvania. Established in 1895 by philanthropist Andrew Carnegie as a public trust to be funded by the community, the Library derives approximately 90% of its annual operating budget from public or government sources, including the Allegheny County Regional Asset District (RAD), the Commonwealth of Pennsylvania and the City of Pittsburgh.