

**Tips on Promoting the Coloring Contest  
for National Library Week 2011  
Sponsored by Culver's  
in cooperation with the Youth Services Section of WLA**

1. Contact your local Culver's Restaurant manager or owner about your participation. Give the restaurant an idea about how many children will be participating and how many custard coupons you estimate you'll give away.
2. Display the free poster provided by Culver Franchising prominently in your library. Drop a poster at your local Culver's restaurant. Be sure to fill in the "return date" on the poster so there is no confusion on when coloring pages are to be returned at the library. Ask the Culver's Restaurant to display it during the month of April. .
3. Send a news release to your local newspaper and other media about the contest. You can go online to get a sample for tailoring to your own library's program, or you can share the official news release, both available at <http://www.wla.lib.wi.us/yss/culvers.htm>.
4. Put links to the program materials on the main page and/or children's pages of your Web site. Go to <http://www.wla.lib.wi.us/yss/culvers.htm> to get the materials you'll need, including extra posters and coloring sheets for printing. Take a picture of the lucky winners and submit it with the news release.
5. Print out an extra color copy of the poster and display in a frame at the circulation desk.
6. Contact your local elementary school library media specialist to see about working with him or her to promote the program. Print out copies of the poster for the school library.
7. If your school allows public library programming materials in packets sent home with children, include information about the program there.
8. Contact reading teachers in your school to encourage children's participation. The news release is a handy way to do this, or you can send a copy of the poster.
9. Hand out coloring sheets at the circulation desk to all children who are 11 years or younger. Remind kids they each get a coupon for a free custard cone when they turn in their drawing. Highlight the deadline.
10. Show the winning drawings from 2010, if available.
11. Post the number of participants from last year's contest and generate excitement by encouraging kids to "beat the record" in 2011.
12. Display the prizes, if you have space for them.
13. Display drawings as you get them back from children to create a changing display. Include the final deadline for submissions in this display area.

14. If you host an open house or other event during National Library Week, set up a station for kids to enter the coloring contest, complete with drawing sheets and crayons.
15. Mention participating or winning children's names in your news release about the winners to your local media. See the sample online.