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## **FOR IMMEDIATE RELEASE**

### **Lake Villa District Library Receives Public Relations Award**

Lake Villa District Library has won a 2016 PR Xchange Award for its 'Rock, Enroll at the School of LVDL' initiative.

The annual PR Xchange Awards, sponsored by the Library Leadership Administration and Management Association (a division of the American Library Association), recognize the very best public relations materials produced by libraries in the past year. Entries are evaluated on content, originality and design by a panel of experts in public relations, graphic design, communications, and marketing.

LVDL's award is in the Bibliographies/Booklists, Materials promoting Collections, Services, or Resources -print, \$5,000,000-\$10,000,000 budget category. *Rock, Enroll at the School of LVDL* was a campaign promoting the library's electronic resource, Online Courses.

"I am always proud of the work our staff does, said LVDL Director Andy Lentine, "but to be recognized nationally is really special."

The PR Xchange Awards will be presented at the American Library Association Conference in Orlando, Florida on Sunday, June 26.

Lake Villa District Library enriches life in our community by connecting people with resources, services and each other. Visit [www.lvdl.org](http://www.lvdl.org) to learn more.

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