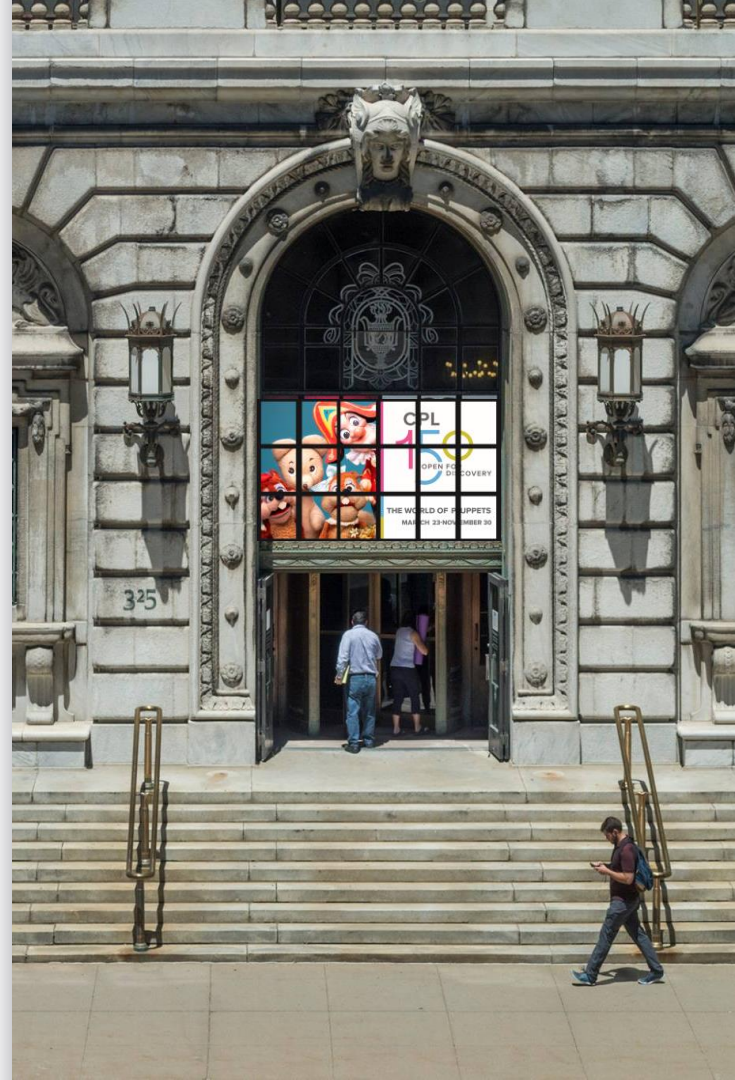


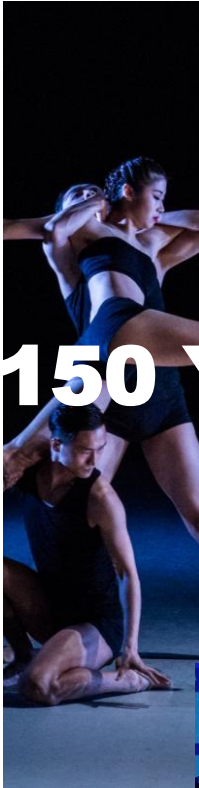


150TH ANNIVERSARY UPDATE

21 March 2019



150 Years



Beijing Dance
Theatre
Feb 2-4

State of the
Library at the
City Club
Feb 27

World of Puppets
Special Exhibit
Brett Hall
Mar 23 – Nov 30

Great Big
Summer Lit
League
Jun 3 – Jul 26

Street Festival
Jul 27

Library
Foundation
Book Ball Gala
Nov 16

Writers &
Readers
Fall 2019

Dr. MLK Jr Day
Jan 2020

CAMPAIGN KICK OFF

FEBRUARY 27



CLEVELAND PUBLIC LIBRARY:
Open for Discovery for 150 Years



Since 1869, Cleveland Public Library is our community's center for learning, discovery and enrichment. And we are building on our 150-year history to become the 21st century library our community deserves and needs.

We invite you to join our celebration! Participate in our free signature events. Share your Library experiences online or on social media. And support our Foundation to extend our community outreach.

What will you discover with Cleveland Public Library?
To learn more, visit www.150.cpl.org.

- TV Spots: [:30](#), [:15](#), [:10](#)
- [TV Appearances](#)
 - 2/28: Jim Donovan Show
 - 3/1: We The People
- Print: ½-page ad in *The Plain Dealer*, 3/3
- Facebook ads: Week of 3/4
- Editorial Board Meetings: Plain Dealer / cleveland.com, Crain's Cleveland Business, and Cleveland Magazine, 3/26
- State of the Library speech @ The City Club
- 150th Anniversary & Fine Free Media Releases
- www.150.cpl.org live
- *The Open Shelf* e-Blast and *Off the Shelf* e-newsletter



BRANCH TOOL KIT



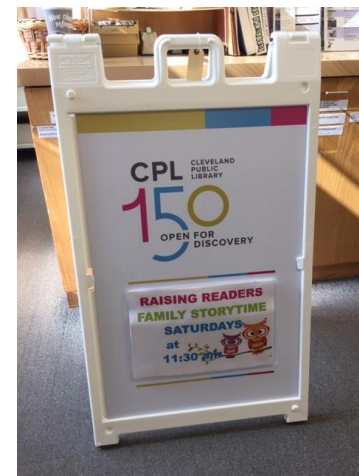
WINDOW CLING



STAFF ROOM SIGN



POP-UP BANNER



SANDWICH BOARDS



LAPEL PIN



STICKER ROLL



STATE OF THE LIBRARY



THE WORLD OF PUPPETS

March 23 – Nov 30



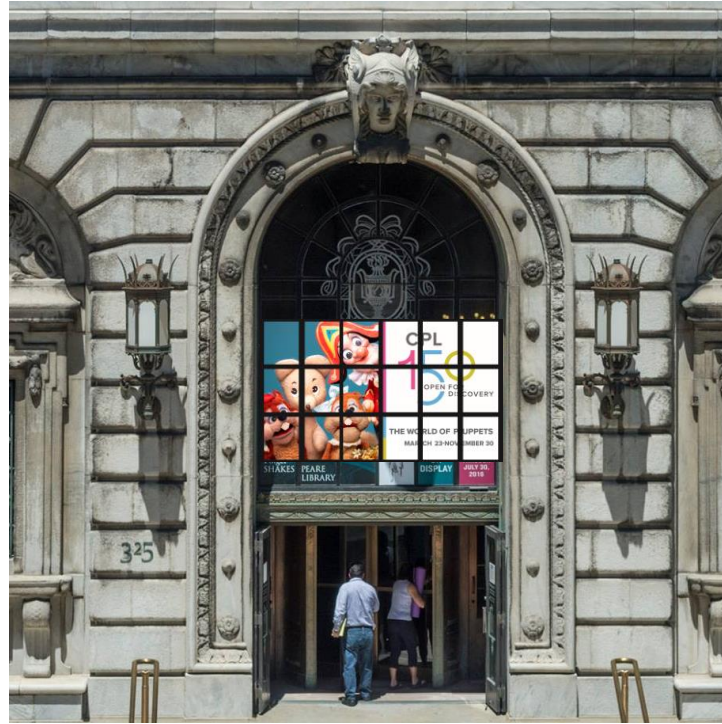
- [:15 TV Spot](#)
- TV Appearances
 - 3/21 @ 9:00am: WOIO [Sunny Side Up](#)
 - 3/21 @ 12:00pm: WKYC Live on Lakeside
- 3/15: Media Release
- 3/21: Media Preview, 3-5PM
- 3/22: VIP Sneak Peek @ 6:30PM
- www.150.cpl.org event page, link to registration
- Social Media Ads
- E-Blast
- Signage: In Process

SIGNAGE: Main Library

IN PROCESS



ELEVATOR WRAP



WINDOW CLINGS

SIGNAGE: Lewis Stokes Wing IN PROCESS



ELEVATOR WRAP



BANNERS



WINDOW CLINGS



A black and white photograph of a library scene. In the foreground, a group of children and two adults are gathered around a round table. One woman is leaning over the table, possibly assisting a child. Several children are seated around the table, some looking at books or papers. In the background, another child is standing and reading a book. To the right, a boy is seated at a table, also reading. The room is filled with bookshelves containing numerous books. The text "For 150 years" is overlaid in white on a semi-transparent pink and blue background across the middle of the image.

For 150 years