

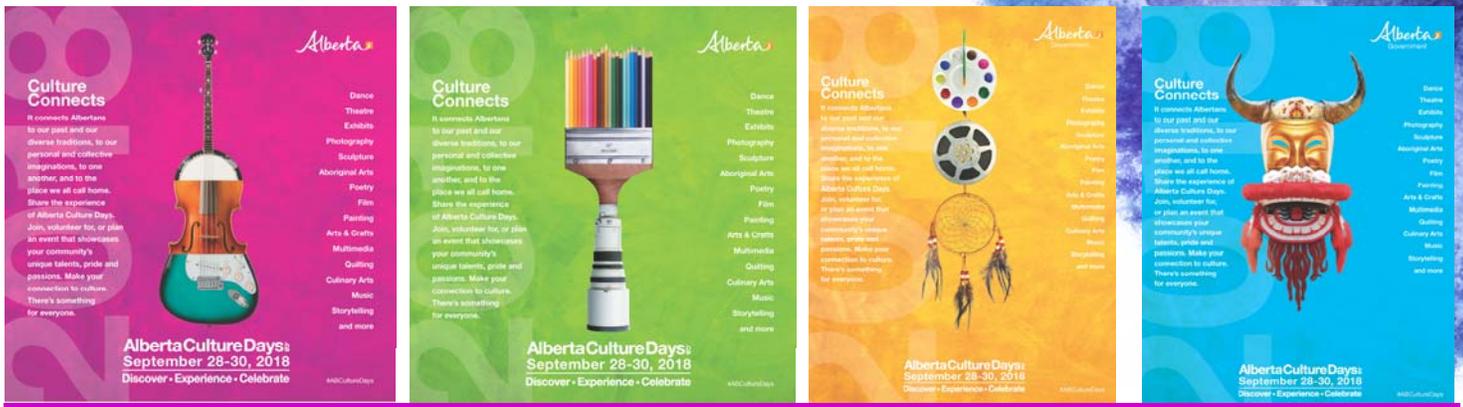
Celebrate Alberta Culture Days

@ your library!

September 28, 29, 30, 2018

<https://ab.culturedays.ca/en>

TO: MARIGOLD MEMBER LIBRARIES AND BOARD CHAIRS



August 25, 2018

Here are some ideas to get you started:

Posters are available in English, French, Chinese, German, Punjabi, Tagalog, Spanish and Ukrainian.

Customizable English posters are also available. Use them to promote your events. Add your program in the space provided at the bottom of the poster. Open marketing and public relations material at: <https://culturedays.ca/en/resources>

[Contact Marigold headquarters if you need your customized poster printed for you.]

Start Small, Start Simple — An easy way to do this is to turn an existing event at the library into a Culture Days event. You could invite an artist or musician to the library, reschedule a previously planned arts-themed event or craft program so that it occurs on the Culture Days weekend. Don't forget to register your event.

The Power of Partnerships — You can multiply your resources and share the fun and the work of holding an event by partnering with another community or group. Partners can be found in your community or in nearby communities:

- Cultural groups
- Arts, sports or recreation associations
- Organizations with similar interests or that work with similar people
- Educational and public institutions, such as schools or health care facilities
- Associations such as Scouts, Guides, the Legion, or groups representing people with disabilities
- Businesses and employers
- Service clubs
- Religious groups
- Other libraries

MORE ...

- Encourage local businesses to become involved. Ask them to sponsor part of the event, provide give-away items, or help promote your event to their customers.
- Create a role for local youth — How about tweeting? Is there something in your event at the library that could help a youth top up their resume?
- Offer promotional opportunities to businesses or associations in return for support.

Get the word out — Post your plans on your website, Facebook and other social media. Check out public relations material such as media kits, sample press releases at: <https://culturedays.ca/en/resources/category/public-relations-materials> ... find resources for:

- news releases
- posters or a banner for your website
- Alberta Culture Days Facebook page or your library page

Keep the Momentum Going!

Celebrate *Alberta Culture Days* then keep your displays up for the coming *Marigold Library Month* in October.

Program/activity ideas

Alberta Authors Alberta authors can take you from the forest primeval to outer space and from ancient Egypt to beyond the grave. The Book Publishers Association of Alberta bookpublishers.ab.ca/programs/read-alberta-books/ features a *Read Alberta Books* page on their website. Offer recommendations to your customers. Create a bookmark or a display of Alberta authors and their books. Many more ideas at: <https://culturedays.ca/en/resources/r/100-culture-days-activity-ideas>

*This memo was inspired by the Event Planning Guide for Alberta Culture Days.

More program ideas for Alberta Culture Days @ your library

Karaoke Night Feature songs of Alberta performers. You can book the Marigold Karaoke machine. If you're not into singing, invite a local band into the library.

Listen to Music It sounds like a very basic activity, but how often do we truly listen when music is playing? Have your customers sit around in a group and listen to a piece of music — or have sing-alongs during. Promote discussion of the music.

Shoot and Click Invite teens to take your/their digital or video camera on a walk around the library and capture some unique moments. Host a premiere party.

Crafternoon Delights Choose a craft project and invite families to come to the library and work on the craft together. There are many different things you can do — quilting, poetry, card-making, painting, wood carving. Post a list of supplies in advance so everyone knows what to bring. Not enough room to host a program? Invite a local shop to display Alberta crafts in the library. If the artist lives nearby invite them to speak.

Culinary Arts Host a recipe exchange at the library. Issue a challenge to execute the recipe by using local ingredients from local gardens — the staff at the library are always willing to do a taste test!

Become an Exhibitionist Turn your library into an art gallery. Host a painting party with the local kids and tape their artwork to the walls, floor or ceiling. Or ... hand out the sidewalk chalk and make each square of pavement a blank canvas. Ask a local artist or art club to give pointers and perhaps critique the results.

Magic Quilts Invite local quilters to display their quilts and to talk to a group about their craft. Discuss colour choice, design, meaning of patterns, or inspiration for quilts.

Embrace Alberta's cultural mosaic Host a multicultural arts and craft show in your library featuring arts, dance, food and stories.

Reel-to-Real Adventure Use your Audio Cine resource to show a movie at the library. Provide an opportunity to discuss the movie.

Story Slam Gather local writers and story tellers (or aspiring writers). Throw out a theme and have them create a story on the spot. Encourage young writers to share their experiences.

Remember When... Invite seniors to the library. Ask them to talk about “the good old days” or retell a story from ‘way back when’ to children and teens. Consider recording them and/or writing down their stories and creating a book.

Glorious Texts Ask teens in the library to take an actual text or social media message they wrote and commit it to paper. Encourage them to decorate it as lavishly as a medieval manuscript, to make it a true work of literary art. Does it change their perception of what they wrote?

Cover Story Ask teens or other age groups to design a jacket for a book they've read, or one they imagine. Have them choose artwork and font, and write a “teaser” description and snippets of reviews.

Write the Future Ask teens to set up an author's webpage, detailing their future success as a world-famous Alberta author. Include descriptions of projects, photos of their jet-set lifestyle, excerpts of their masterpieces, television interviews.

Living Books Have people sit with a person for 15-20 minutes to share his/her life experiences on various topics.

Start a Book Leave a piece of paper at the desk with “It was a dark and stormy night....” written on it. When patrons come into the library ask them to write a sentence or paragraph to keep the story going. Post the finished story on your library website or display the paper in the library.

Create a Work of Art ...

- Origami
- Decoupage
- Wind chimes out of found objects
- Ask teens to draw their perfect vision of a library

Start a picture Leave a large piece of paper at the front desk with a partially drawn image. Ask customers to add to the image to create a larger piece of art. Have people sign their part of the creation.

Theme it Give your Alberta Cultures Days activities a theme. Once chosen, highlight resources in the library that support your theme.

Libraries and regional library systems contribute to Alberta's vibrant culture!

Tips for a Good Photo: Make sure you have permission to take/use photos. Action is the key to a good photo. Try to avoid taking photos of people posing and smiling for the camera. Instead, give a visual taste of what your event offers. Show people at work, doing things, having fun. Show interaction with the audience, and their reaction to activities. Good light and good sound are crucial to shooting a good video.