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geekthelibrary.org

Geek the Library Program Overview

Geek\Verb. 1: To love, to enjoy, to celebrate, to have an intense passion for. **2:** To express interest in. **3:** To possess a large amount of knowledge in. **4:** To promote.

What: 'Geek the Library' is a community-based public awareness campaign designed to highlight the vital role of public libraries in today's challenging environment and raise awareness about the critical funding issues public libraries face.

OCLC is piloting the public awareness campaign with a small number of libraries and library systems in Georgia and central Iowa, as well as Milwaukee, Wisconsin; Shelbyville, Indiana; and Zion, Illinois. The campaign will run through early 2010.

Why: The public library's role in building strong communities is more important than ever—especially in a tough economy. But as library usage increases, and the pressure to expand services intensifies, many libraries simply don't have the necessary funding to support the new demand. At the same time, most are experiencing flat or decreasing budgets.

Although millions of Americans enjoy public library resources, and understand the transformational role libraries play for individuals and communities, most people don't know if their local library is adequately funded or that they have an influential role in how well their library is supported. The campaign is designed to help build public awareness that libraries need community support and adequate funding in order to remain strong.

The public awareness campaign will not support or oppose any candidate for public office, nor attempt to influence legislation.

Get Your Geek On: Visit www.geekthelibrary.org for information about how you and your community can support the public library.

Who: 'Geek the Library' is brought to you by OCLC and funded by a grant from the Bill & Melinda Gates Foundation.

OCLC is a nonprofit library cooperative that has provided services to help libraries deliver more to their users for four decades.

The Bill & Melinda Gates Foundation works to help all people lead healthy, productive lives. In the U.S., it seeks to ensure that all people—especially those with the fewest resources—have access to the opportunities they need to succeed.

Where: Get your geek on. Show your support. geekthelibrary.org
