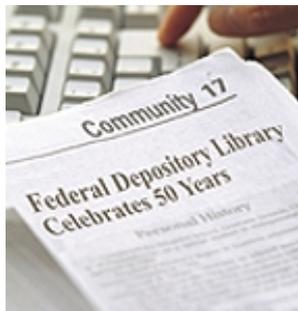


Depository Anniversaries - A Time for Reflection and Celebration



Be it for one year or one hundred years, anniversaries provide excellent opportunities to promote your library and the Federal Depository Library Program (FDLP) with public displays and events. They are a time to celebrate and a time to reflect past achievements, recognize present achievements, and announce or re-emphasize future plans.

GPO is proud to serve these libraries in their long-term commitment to making Federal Government information available to the public through the FDLP. In order to help mark your library's anniversary, we have the following resources and tips:

1. **START EARLY!** Clearly define objectives for your anniversary celebration and draft an action plan, complete with a budget. Be sure to include responsibilities for each aspect of the anniversary celebration as well as a timeline.

2. Plan your events with an eye to media coverage. Concentrate on local media outlets to which your anniversary is the most newsworthy. When writing a press release, keep it short and succinct. Call local and regional newspapers and magazines, targeting the section of the publication most likely to be receptive to your story.

3. Create signage for your library's entrance or put up an anniversary page on your institution's Web site. Need a high resolution (hi-res) version of the [FDLP eagle](#)? GPO has a variety for both print and electronic format.

4. GPO offers special promotional items just for anniversary celebrations, such as postcards, letterhead, certificates, and plaques. Libraries can request these items [online](#). Anniversary certificates will be provided upon request for any year. Plaques are sent for certain milestones:

- Any increments – Certificate
- 25-year increments (25, 50, 75, 100, etc.) – Award

- Anniversary awards and certificates may be requested [online](#) .



Have a reception, party, symposium, an opening, or any other event that will make your anniversary newsworthy and invite local and regional dignitaries, then let the media know who will be attending. Don't forget to invite journalists to your event. If you would like a representative from GPO to attend, please fill out our [Request for GPO Participation](#) form in advance so we can make the necessary budgetary/scheduling arrangements.

- Share your celebrations and ideas with the community. Add your anniversary to our [event calendar](#)

! Take pictures of your event. Write an article that captures the festivities and share it with GPO. Soon you will be able to submit articles showcasing your library via the FDLP Desktop to the community. Offer to present your ideas at an upcoming Depository Library Council (DLC) meeting/conference.