

Richmond Hill Public Library (RHPL) Wins Prestigious Library Marketing Award

FOR IMMEDIATE RELEASE

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Richmond Hill Public Library (RHPL) is thrilled to announce that it has been honoured with the American Library Association's (ALA) 2024 John Cotton Dana Award for its innovative rebranding campaign. This accolade recognizes RHPL's outstanding efforts to challenge preconceptions and redefine the role of libraries in the modern world.

The rebranding campaign, encapsulated by the tagline "Yes, at the Library," invites the community to explore the endless possibilities available through their local library. Developed in collaboration with [Underline Studio](#), the new visual identity symbolizes Richmond Hill's vibrant and diverse community. "This award is a testament to our commitment to innovation," said Josh Dyer, Director of Content and Community Engagement. "Our goal was to create a brand that resonates with our community and demonstrates the library's value, offering modern and accessible spaces, a rich collection of physical and digital resources, and personal service from knowledgeable curators. This recognition validates our efforts and inspires us to continue evolving."

The campaign's implementation involved a strategic blend of creativity and innovation. Drawing from a compelling rebranding narrative, RHPL crafted content that told their story and demonstrated their value. The messaging, infused with warmth, clarity, and humor, reflected our commitment to creating a welcoming and accessible environment for all. This approach has resonated strongly with the community, as evidenced by increased program participation, positive feedback from users of all ages, and enhanced media coverage.

The John Cotton Dana Award is named after John Cotton Dana (1859–1929), the father of the modern library, who is credited with helping transition libraries from reading rooms to community centers. JCD (John Cotton Dana) submissions include strategic library communications campaigns from libraries of all types and sizes. In recognition of this achievement, JCD Award winners receive a cash award from the H.W. Wilson Foundation. The John Cotton Dana Award will be presented to RHPL during an awards ceremony this year's [ALA Annual Conference](#) this June.

As RHPL looks to the future, it remains dedicated to fostering lifelong learning, community connection, and innovation. This award marks a significant milestone in the library's journey and sets the stage for continued growth and transformation.

Yes, at the library.



For more information about Richmond Hill Public Library and its award-winning rebranding campaign, please visit www.rhpl.ca/library-brand.

Richmond Hill Public Library is committed to improving people's lives. We aim to provide everyone in Richmond Hill with free, world-class experiences that help them thrive in a world of constant change. For more than 170 years, the library has been a cornerstone of our community. Whether you prefer a physical or digital library experience, we offer a rich and relevant collection of resources, programs, and hands-on experiences across four modern branches, our website, and through community outreach. RHPL is a safe, welcoming space for residents and businesses to connect with each other and to discover and explore innovative ideas and perspectives that support their wellbeing. An RHPL card is free to anyone who lives, works, or goes to school in York Region. Learn more at www.rhpl.ca.

For more information, please contact:

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Yes, at the library.