



**FOR IMMEDIATE RELEASE**

**Contact:**

Laura McPhail, Director of Public Relations  
(256) 970-6266/lmcphail@hmcpl.org  
facebook.com/hmcpl  
@hmcpl

**HUNTSVILLE-MADISON COUNTY PUBLIC LIBRARY SHINES AT NATIONAL CONFERENCE**  
***Library garners two American Library Association PRXchange awards***

HUNTSVILLE (July 10, 2017) – Madison County has another feather to put in its cap of accolades and honors. The American Library Association (ALA) recently identified Huntsville-Madison County Public Library (HMCPL) as a leader among libraries for its marketing and public relations strategies. At the annual ALA conference on June 25 in Chicago, HMCPL received national recognition for its advocacy and awareness efforts at ALA’s PR Xchange Awards.

“It was truly an honor to have our work recognized with these awards,” said Laura McPhail, Director of Public Relations at HMCPL. “We work very hard every day to make people aware that the library is no longer just a big building with lots of books. HMCPL offers so much more, and people in Madison County need to know that their library is really a cornerstone of the community.”

The annual PR Xchange Awards recognize the very best public relations materials produced by libraries in the past year. Entries were evaluated based on content, originality, and design by a team of experts in public relations, graphic design, communications, and marketing who select the winner in each category. HMCPL won in two categories: the “Your Library, Your Future” advocacy video for the Huntsville Library Foundation (HLF) won in the Advocacy/Fundraising Materials (electronic) category, and the “Check It Out!” e-newsletter won for the Calendars, List of Events, Newsletters (electronic) category.

“We’re particularly proud of the video we produced with the Huntsville Library Foundation,” said McPhail. “It was a labor of love in trying to showcase some of the wonderful initiatives the library does with the support of the Foundation. It’s important that people see what an impact their donation dollars make within their own communities, and I think we captured that here.”

The “Your Library, Your Future” advocacy video can be viewed on the HLF website, [huntsvillelibraryfoundation.org/about](http://huntsvillelibraryfoundation.org/about). The “Check It Out!” e-newsletter goes out twice a month and highlights programs for all ages, upcoming special events, and book recommendations. Those interested can sign up for the e-newsletter at [hmcpl.org/contactus](http://hmcpl.org/contactus). For more information about these public relations efforts, contact Laura McPhail at [lmcphail@hmcpl.org](mailto:lmcphail@hmcpl.org).

**About Huntsville-Madison County Public Library**

**This is the public's library.** Huntsville-Madison County Public Library (HMCPL) is a nonprofit 12-branch system that serves all of Madison County, Ala. For 200 years, the library has been dedicated to enriching the educational, recreational and cultural lives of communities in Madison County through materials, information and programs that foster a lifelong love of learning. In addition to the collection of over 500,000 items, HMCPL also provides outreach services, a BookMobile and BookBike, online services, training, an extensive digital collection, public-use computers, free Wi-fi, meeting spaces and much more. For more information about HMCPL and its services, please visit [hmcpl.org](http://hmcpl.org).

####