



PRESS RELEASE
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Urban Libraries Council Honours Milton Public Library with 2020 Innovation Award

Be Inspired Rebranding Initiative Demonstrates Transformative Approach to Revolutionizing Public Libraries

Milton – The Urban Libraries Council announced Milton Public Library as one of 10 Top Innovators during the 2020 Innovations Celebration held virtually on December 11. The annual Innovations award program recognizes and raises the visibility of cutting-edge programs, strategies, tools, techniques and ideas from ULC’s member library systems across the U.S. and Canada.

Milton Public Library’s *Be Inspired* rebranding initiative was selected by a panel of expert judges from 260 submissions that showcase creative thinking and imaginative applications of library resources. Milton Public Library won in the category of **Communicating the Library’s Value**, with award winners being recognized for their level of ingenuity, the outcomes achieved and the ability for other libraries to adapt and implement their work.

“This year’s winners have quickly taken bold moves to ensure that the library continues to serve the needs of the people in their community – especially those most vulnerable including children, stressed families, isolated seniors and struggling small businesses,” said Urban Libraries Council President and CEO Susan Benton. “In the 10th year of our Innovations Initiative, we received the most dynamic and cutting-edge submissions to date. We celebrate Milton Public Library for creating an initiative that will positively impact their community and serve as a model to public libraries throughout North America.”

“In undertaking a review and ultimately overhaul of the Milton Public Library brand, we wanted to ensure that the new branding resonated with as many Miltonians as possible, exemplifying Milton Public Library as a true community resource and a hive of activity. To have so many residents of the town respond favourably through their active participation in the programmes and services we provide has been the ultimate reward and suggests that while the new brand may be successful in introducing new patrons to the public library experience, the overall ‘offer’ that MPL represents is one that ensures the active participation continues to remain so high,” shares Mark Williams, Chief Librarian.

Milton Public Library is a multi-award winning system. This marks the second award received for its rebranding efforts this year alone. In August, MPL was awarded the 2020 American Library Association’s John Cotton Dana Award for excellence in Public Relations. In 2019, MPL was awarded the 2019 American Library Association’s John Iloff Award for Innovation and the 2019 American Library Association’s Presidential Citation for Innovative International Library Projects.

All 2020 ULC Innovations entries can be viewed at urbanlibraries.org.

For further information, please contact Ashley Directo, Manager, Marketing and Communications ashley.directo@beinspired.ca or (905) 875-2665 x 3295 www.beinspired.ca | Empowering the community to Read. Learn. Create. Connect

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Visit Milton Public Library in-person or online at www.besinpired.ca and Be Inspired today.

About Urban Libraries Council

The Urban Libraries Council is an innovation and impact tank of North America's leading public library systems. ULC drives cutting-edge research and strategic partnerships to elevate the power of libraries as essential, transformative institutions for the 21st-century. More than 150 urban member libraries in the U.S. and Canada rely on ULC to identify significant challenges facing today's communities and provide new tools and techniques to help libraries achieve stronger outcomes in education, digital equity, workforce and economic development, and race and social equity.

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