

Make a difference, change lives!

Library and Information Week 2002 is about demonstrating the impact of library and information services. Who can tell that better than *your users*? Who are better placed to put the spotlight on them than *you*, library and information services professionals?

By highlighting your users' achievements, you celebrate your own. And, you show your importance to those who make policy and funding decisions about your future services. What's holding you back?

Libraries change lives is the theme for Library and Information Week 2002. The national focus will be on inviting testimonials from users in all of our many and varied libraries and information services throughout the country. We want them to tell their stories about you, and we want you to invite them to do so on the *Libraries change lives* success stories website at <http://www.alia.org.au/advocacy/stories/>. Collectively, these stories will give a real picture of the value of library and information services. Individually, they may be a showpiece for you. Embraced with enthusiasm — and with a little help from your ALIA friends — they may become the centrepiece for your promotions up to and during Library and Information Week. Why not invite key users or beneficiaries to be your ambassadors, and develop activities and promotions around their achievements from, or aspirations for, your library and information service.

ALIA will support you by making available:

- Attractive flyers inviting contributions to the *Libraries change*

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lives stories site — these are available free from National Office.

- Matching banners to download for your website.
- Attractive new-look posters.
- Attractive books marks and post cards.
- Media release templates and sample texts.
- Media guidelines and key messages.

New *Libraries change lives* balloons, and LIW stickers, tattoos and posters from previous years will supplement these materials. The merchandise order form is included with this issue of *inCite*, or visit the Library and Information Week pages on ALIANet at <http://www.alia.org.au/alw/2002/>.

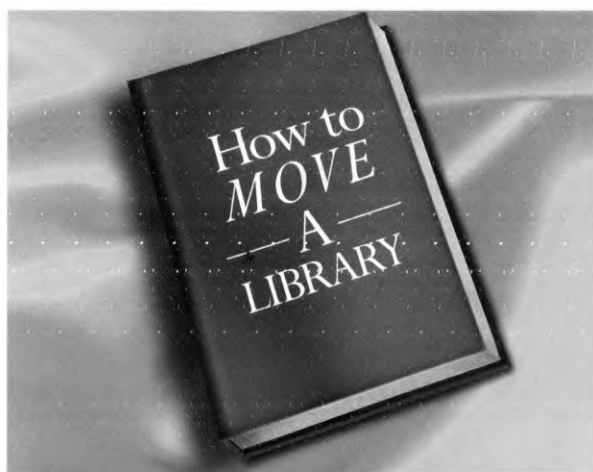
Help us make *Libraries change lives* the human face of Library and Information Week 2002. And, attend the *Powering the future* conference early in the week to ponder and contribute to the policy agenda for the future.

Library and Information Week 2002 is kindly sponsored by divine and Southern Scene.

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