



anythink™

A REVOLUTION OF RANGEVIEW LIBRARIES

IMMEDIATE RELEASE
September 3, 2014

Contact:
Stacie Ledden, 303-405-3286
Communications Director
sledden@anythinklibraries.org

Anythink Gets Outside the Lines

National initiative aims to reintroduce libraries to their community

THORNTON, Colo.—September 3, 2014—This September, Anythink joins more than 130 organizations across the United States and Canada to participate in [Outside the Lines](#), a new initiative to reconnect communities with the innovation, creativity and technology happening in libraries. The weeklong celebration – Sept. 14-20, 2014 – also coincides with Anythink’s 5th birthday in Adams County, and each Anythink location will host its own birthday celebration on Friday, Sept. 12, with cupcakes and fun surprises for its customers.

“At Anythink, we’ve been working to innovate our library services for a number of years,” says Anythink Director Pam Sandlian Smith. “Outside the Lines gives us an opportunity to celebrate our libraries with our community. It gives us a chance to pause and think about this gift of curiosity that Anythink delivers every day.”

Anythink invites individuals and local businesses to show their support during the week of Outside the Lines through a variety of ways. Community members are encouraged to declare their love of libraries online with the #getOTL hashtag, convince friends to get their library cards, share their library experiences with others, display signs and visit their local library. Signs, web badges and more are available at getoutsidethelines.org.

Outside the Lines is an opportunity for organizations and individuals to help reintroduce and celebrate how libraries have evolved into dynamic centers for community engagement. Started in Colorado by a group of library directors and marketers, Outside the Lines has since grown to include more than 130 participating organizations, including urban, rural and academic libraries from across the United States and Canada. These organizations have all pledged to help shift perceptions of libraries through fun, unexpected events in their communities. Anythink will also be hosting events in Adams County, with more details to follow.

-more-

Event Details

Anythink Birthday Bash

Friday, Sept. 12, 2014

Celebrate Anythink's 5th birthday with cupcakes and surprises throughout the day at your local Anythink. The Anythink Birthday Bash is a part of Outside the Lines, a weeklong celebration, Sept. 14-20, 2014, demonstrating the creativity and innovation happening in libraries.

About Anythink™

Anythink is a new style of library – a place of unlimited imagination, where play inspires creativity and lifelong learning. Rangeview Library District serves the residents of Adams County with seven Anythink libraries and [Anythink in Motion](#) – the district's mobile library – and is one of the recipients of the 2010 National Medal of Museum and Library Service from the Institute of Museum and Library Services. For more information, go to anythinklibraries.org.

About Outside the Lines

Outside the Lines is an R-Squared initiative designed by Colorado library marketers and directors that gets libraries “walking the walk” – taking action to show communities how important libraries are and how they've changed. This weeklong, national celebration takes place Sept. 14-20, 2014. Outside the Lines takes many of the concepts discussed at R-Squared, The Risk & Reward Conference, such as creativity, customer curiosity, culture, community and creative spaces, and puts them into action where they count – in our local communities. Learn more at getoutsidethelines.org.

###