



Dear Summer Reading Club participant,

The British Columbia Library Association is pleased to announce the continuation of our partnership with the RBC Foundation for the 2005 Summer Reading Club.

The \$25,000 in support made available by the RBC Foundation allows libraries across the province to include achievement as one of the items for children involved in summer reading clubs. The RBC contribution adds a component to the Summer Reading Club that would not otherwise exist. Feedback from libraries reveals that the medals have proven to be very popular, and provide an incentive for young readers to stay with the program throughout the summer.

It is important that libraries acknowledge the generosity of the RBC Foundation in any publicity surrounding the Summer Reading Club. Specifically, we encourage libraries to:

- acknowledge the gift of the Foundation with local media (please forward any media coverage to Jennifer Toderan – address below)
- note the support from the Foundation on any “in-house” publications that are developed throughout the summer (logo is available for use)
- invite representatives from local RBC branches (where applicable) to participate in planned events, such as parade floats, end of club programs or medal ceremonies
- write to the Foundation acknowledging the gift. It is appropriate to include a narrative of how the medals were used, and even to include photos from end of club programs or medal ceremonies. Letters should be addressed to:

Jennifer Toderan
Manager, Donations
RBC Foundation
36th Floor, 1055 West Georgia Street
Vancouver, BC V6E 3S5

The RBC Foundation is very excited about the opportunity to profile the Summer Reading Club in RBC branches throughout British Columbia. Following positive feedback from 2004, RBC branches will again be holding a contest for children involved in the program. RBC has pledged an increased number of prizes for this year. BCLA sees this as a very successful way to promote the program.

Thank you for your assistance in promoting our partnership. BCLA feels that the gift from the RBC Foundation provides great benefit. With your help, we will continue to develop our relationship with the RBC Foundation.

Best Regards,

Michael Burris
Executive Director, BCLA