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November 22, 2013

Dear ,

Your OLA Membership number is

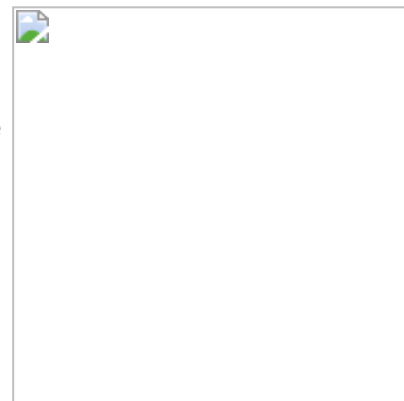
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### [Silver Birch Celebrates its 20th Anniversary!](#)

For 20 years, the Forest of Reading's Silver Birch® program has taught children to read for the FUN of it.

Through adventurous fiction and informative non-fiction titles, readers have been taken on a journey with the words and illustrations of Canadian authors. So many of these books have impacted the lives of readers.

We're celebrating the 20th anniversary of the Silver Birch program through searching for the **Ultimate Silver Birch Book**. Readers are invited to [vote for their favourite title](#) and win great prizes, which include:



- A set of 2014 Forest of Reading® nominated titles of your choice
- A visit from a Silver Birch® mystery author
- Ten tickets to the 2014 Festival of Trees™ in May 2014
- One of ten Forest of Reading® gift bags

Libraries can participate by using free promotional posters and other material found on [our website](#).

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### [Social Media Planning with Eva Stepanian](#)

The **OLA Special Libraries Committee** will be hosting a program this month on social media for libraries with Eva Stepanian.

The time for social media in libraries is now – unfortunately, most libraries don't have the time to dedicate to social media planning. As the former Social Media Librarian at UTM, Eva Stepanian has had the benefit of actively working in this emerging field and will share some of the successful library strategies, best practices, and engagement instances that significantly transformed the library's external communications and service delivery.

**When:** Thursday, November 28, 6 - 7:30 p.m.

**Where:** Ontario Library Association , 2 Toronto Street, 3rd Floor, Toronto, ON, M5C 2B6