

2022 SPECIAL SESSION I

INTRODUCED

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SENATE RESOLUTION NO. 640

Offered May 31, 2022

Commending Prince William Public Libraries.

Patron—McPike

WHEREAS, in 2022, Prince William Public Libraries earned two prestigious Hermes Creative Awards for its innovative strategic marketing and communications programs; and

WHEREAS, the Hermes Creative Awards are presented by the Association of Marketing and Communication Professionals to creative professionals around the world for their work in the industry and contributions to their communities; and

WHEREAS, Prince William Public Libraries (PWPL) received a Gold Hermes Creative Award for its strategic marketing campaign, "PWPL Brand Drives the Miles," which used the library system's fleet of delivery vehicles to promote literacy and library membership in the region; and

WHEREAS, Prince William Public Libraries painted its delivery vehicles, which routinely travel between branch locations to distribute books and other materials, with eye-catching designs that showcase the library system's numerous services and resources; and

WHEREAS, out of 1,500 Gold Award winners, Prince William Public Libraries was one of only two library systems to be recognized and the only library system in the United States; and

WHEREAS, Prince William Public Libraries also earned an Honorable Mention award for a lighthearted and informative video about the library system's upgraded wireless Internet services, "PWPL's Wi-Fi Has Left the Building!"; and

WHEREAS, the lighthearted video shares that the reach of Wi-Fi connections in library buildings was extended to library parking lots in order to provide the community with accessible Wi-Fi connections 24 hours a day, seven days a week; and

WHEREAS, the award-winning marketing and communications campaigns developed by Prince William Public Libraries clearly demonstrate the library system's commitment to accessible technology and engagement with members of the public; now, therefore, be it

RESOLVED by the Senate of Virginia, That Prince William Public Libraries hereby be commended on winning two Hermes Creative Awards in 2022; and, be it

RESOLVED FURTHER, That the Clerk of the Senate prepare a copy of this resolution for presentation to Deborah Wright, library director of Prince William Public Libraries, as an expression of the library system's achievements and service to the residents of Prince William County and the City of Manassas.

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