Print Marketing

• Stationary
• Newsletters
• Program Fliers
• Annual Campaign
• Promotional Posters
EBOOKS ARE HERE... WHEREVER YOU ARE!

Together, the West Pittston, Wyoming and Pittston Libraries are offering instruction in downloading free eBooks from our libraries. It’s the trend of the future and it’s right at your fingertips! Be sure to sign-up early, as this wave of the future has caught fire and classes fill-up quickly!

West Pittston Library
SEASONAL NEWSLETTER

March • April • May 2014
• West Pittston Library Warms Your Heart
• How Will You Grow With Us This Spring?
• Coming Up: An Evening With the Newsmakers
• Welcome Aboard
• Introducing The Corporate Sponsor Program
• Memorials and Honorariums
• 140th Anniversary Donors
• eBooks Are Here...Wherever You Are!
COMING UP: AN EVENING WITH THE NEWSMAKERS

Learn firsthand what it was like to have the privilege and responsibility of delivering the news that shaped our region. Mr. David DeCosmo and Judge Thomas Munley will visit the West Pittston Library on Tuesday, April 3rd at 6 pm to share stories from their combined 50-plus years of reporting experience.

David DeCosmo remembers how his career began by sharing, "As far as experience," I started as an errand boy with W2LG in Hazleton in 1959 and, if you include my volunteer work with Electric City Television, I've been involved in broadcasting in one way or another since then.

"Judge Munley," he continues, "is a Vietnam veteran and, in addition to our ICTV program, does his veteran's segment each day on WMRE TV. He originated the "Law and You" segment on WYOU prior to winning his seat on the Lackawanna County Bench."

Curious for more information about these intriguing men? Sign up early for this talk, as we expect it to be very popular.

Thank you to all our $140 and $280 140th Anniversary donors. Please check the spelling of your name as this is how it will appear on the plaque.

$280
Tom and Carolee Aycock

Nance and David Browne

Florence Masaz Lombaro

Rosella Fedor Purcell and

Josette Fedor Curtis

$140
Joe and Mary Aglione

In Memory of Patricia Yurkun

Leah and Michael Schollits

The Friends of the West Pittston Library

Richard and Kimberly Hazou

Marla and Anthony Beck

Amy Hetten

John and Mary Claire Hetten

Leonard C. and

Barbara Inzalaco

In Honor of Carolyn

Thomas Jenkins

Patrick L. Juntunen

Cornelia D. Jones

Ray and Linda Judge

Jack and Lorraine Kizwicz

Pat and Bill Bohn

John and Tari Bohn

Jackie and Jim Brozyna

Bryan and Kathy Buffalino

In Memory of Mr. and Mrs. Thomas D. Burke, Sr.

Attorney Thomas J.

and Christy Campanini

James, Pauline, and

Cooz allowed

Marion A. and

M. Anthony Denisco

Jane A. Freistine

The Friends of the West Pittston Library

Richard and Kimberly Hazou

Marla and Anthony Beck

Amy Hetten

John and Mary Claire Hetten

Leonard C. and

Barbara Inzalaco

In Honor of Carolyn

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Patrick L. Juntunen

Cornelia D. Jones

Ray and Linda Judge

Jack and Lorraine Kizwicz

Rob and Gina Klepado

Dodie and Walt Kuhneric

Mr. and Mrs. Harry Lamareux

Dr. Holly Leandro-May DMD

Mr. and Mrs. Donald R. Lloyd

Mr. and Mrs. James McDermott

Dr. Tammy Jenkins McGveigh

The Medicos

Cliff and Ruth Melberger

Mike and Amy Melberger

Richard and Claire Melvin

Dr. and Mrs. Joseph G.

Morris, Jr.

Mr. and Mrs. Paul Neff

Ben and Jan Nicolosi

The Pink Flamingo Book Club, est. 1990

John and Sandra Papatzi

Carmella and Charles

Parente, Sr. Family

Peter J. Adonizio Funeral Home

Ellen F. Rebert

Thomas and Anne Reilly

Jenine and Charles Salvo

Joanne and Chip Seigel

Steve and Judy Sokach

Steve and Jen Sokach

Donald and Helen Sosaka

Barbara Souty

Joyce Brambell Stony

Joseph W. and Deborah B.

Walsh

William and Patricia Whaley

Tom Zonobi

Thank you to the donors who wish to the Library a Happy Birthday!

Up to $140
Florentine A. Belgio
FALL FESTIVAL

WINTERFEST '13-'14

SUMMER SOLSTICE

SPRING THANG

West Pittston Library
grow with us
WEST PITTSTON LIBRARY

Annual Appeal 2008
— FOUNDED 1875 —
THE OLDEST LIBRARY IN LUZERNE COUNTY

Join All of Us in Supporting the West Pittston Library

Above: Children taking part in many of the activities provided at the Library
Below: A book of computers are available to the public
Bottom: Some members of Friends of the Library

Coming in October...
New & Improved Website!

WHAT YOU CAN FIND AT THE WEST PITTSTON LIBRARY

Children’s Area
Board Books
Easy Books
Books with Tapes
Books with CDs
Overstated Books
Juvenile Fiction
Juvenile Non Fiction

Adult Section
Fiction Books
Non Fiction
Large Print Books
Audio Books on Tape or CD
Magazines
Reference Materials
Young Adult Fiction
Young Adult Non Fiction
Wyoming Area Reading Book List

Adult/Children
VHS Tapes
DVDs
Music CDs

A Letter from the Annual Appeal’s Co-chairs —

Founded in 1873, the West Pittston Library has been serving its patrons and the community at large for the past 155 years. The library provides services that are readily available to all age groups. Our membership grows annually as we seek more and better ways to serve you.

Because of the generosity of our loyal patrons, we will continue to serve all ages, with the most recent technology. For example, we are WiFi accessible and have computers with full internet access with word processing and print capabilities. We also have a self-serve copier. In addition, we add to our inventory of children’s and adult’s books constantly as well as updating our VHS, CD and DVD collections.

The West Pittston Library is one of 255 libraries in the state of Pennsylvania which serves 12 million patrons yearly throughout the state. Come visit us and become part of the West Pittston Library tradition. We truly appreciate your considering a donation to the Annual Library Fund Appeal.

With sincere appreciation,
Pete Alban, Treasurer
Bonita Fennell, Secretary
Co-chairs, 2008 Fund Appeal

LIBRARY HOURS
Monday – Thursday
12:00 p.m. to 8:00 p.m.

Friday
12:00 p.m. to 6:00 p.m.

Saturday
10:00 a.m. to 5:00 p.m.

Website
www.wplibrary.org

Phone
570-654-9647

West Pittston Library
200 Ester Avenue
West Pittston, PA 18643

“Live Homework Help” &
“Learn-a-Test”
For students and all ages.
Now accessible on our Website!

Interested in volunteering?
Join “The Friends of the Library” at their monthly meeting.

West Pittston Library
200 Exeter Avenue
West Pittston, PA 18643
Your annual donation sustains us and helps us grow.

Did you know?
...how important your donation is to our annual operating budget?

Your annual donation helps to fund more than half of our annual operating expenses. We can’t do it without you!

Your annual donation helped achieve from 2008 to 2009:
- 88% increase in program offerings
- 118% increase in attendance at children and family programs
- 1,477% increase in attendance at adult programs
- 22% increase in computer usage

To enrich the lives of our community members by creating an environment for growth, discovery, and connection.

Your library is a place to connect.

Keep in Touch!
Follow us on Twitter, “Like” us on Facebook, and check out our calendar of events on our website.

West Pittston Library
238 Butler Ave, West Pittston, PA 18643
(570) 664-0847 / Fax: (570) 664-0126
check out our new website: www.wplibrary.org

Mission:
Support your library with personal and institutional gifts.

Support your library with personal and institutional gifts.

Have some time? Want to get involved? Join the Friends of the Library!

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Dear Friends & Neighbors,

As a lifelong resident of West Pittston, I am thrilled to have the opportunity to raise my daughter, Madelynn, here. There are many things to love about our little piece of the planet. Nothing is greater than our sense of community. Witness to that is the overwhelming support and energy our family received in the aftermath of the September 2011 flood.

For our family, the West Pittston Library is a beacon of hope that helps keep us strong as we continue to rebuild our lives after the disaster. As some of the landscape in our borough unavoidably changes due to the massive water damage, the Library still stands as a comforting sign that we are West Pittston Strong. From the exterior of the building that reminds us of our heritage to the wonderful new interior that is so filled with light, it lifts us up to dream of a rich future for ourselves and future generations.

It is a goal of mine to rebuild our lives without interrupting Madelynn's childhood. The West Pittston Library has been an integral part of that process for us. Here she can interact with other children, participate in a wide variety of crafts and activities, and enjoy the love of reading. The Library's many talented souls worked tirelessly to rebuild the physical building and contents. More than that, they have provided us with a place where my daughter can continue to be a child, and for that I am forever grateful.

Paula & Madelynn Cecil
Introducing...

Library LAND

THE GAME THAT DOES FUN THINGS WITH YOUR MONEY!

Board Champions
- Pete Albano
- Jackie Fleischer Bruscia
- Tom Cannons
- Rosella Fedor
- Jean Firestone
- Rich Hourihan
- Amy Hark
- Linda Judge
- Tom Kasumi, Jr.
- Joan Lutsky
- Diane Mawhin
- John Parente
- Conni Parente
- Anne Raffa
- Bill Reynolds
- Louise Smith
- Steve Sokol
- Angela Stevens
- Beverly Williams

Run for the Whole Family!

Team Players
- Anne Byrd, Director
- Lesa Thomson, Business Manager
- Summer Bulletin, Youth Services Coordinator
- Jan Moran, Adult Programming Coordinator
- Maria Santos, Circulation Coordinator
- Helen Sikes, Circulation Assistant
- Niki Sosnowski, Circulation Assistant
- Patsy Marlowe, Circulation Assistant
- Mary Jo Sedano, Circulation Assistant

Hey Betty!
I just donated to the West Pittston Library’s Annual Campaign. I wonder where my money goes...

I’m not sure.
Let’s play LIBRARY LAND and find out!
You know that I know what you forgot...

Thank You!

- Knitting Class
- Halloween Party
- Finger Lakes Wine Tour
- Family Game Night
- Aysansky Egg Demo
- Presidents Display
- Bread Making Class
- Montgomery Ave. 4th Grade Field Trip
- Holiday Caroling
Preserve the abundant tradition of the Garden Village by celebrating the West Pittston Library’s 140th Anniversary with a donation of $140 or more. In honor of your generosity, we will place your name on a commemorative plaque inside the Library.
Wine Tasting at the Library

Brought to you by The Friends of the West Pittston Library
grow with us

Hosted by Ray Bartolai of Bartolai Winery in Harding, Pa

Sunday
Sept. 14th
2:00 - 5:00

$20 per person • $35 per couple
includes wine, cheese, hors d’oeuvres and dessert

visit wplibrary.org or call 654.9847 for more info
In-House Marketing

- Displays
- Decorating
- Dispense Info
“you see, I don’t believe that libraries should be drab places where people sit in silence. That has been the main policy of employing wild animals as librarians.” ... Monty Python
iLove Library Programs

Coming Soon to the West Pittston Library!
Support your library from home...

Check out an eBook from the couch!

someecards better card
Future Marketing Ideas

• Mailing to non-donors
• Welcome mailing to new neighbors
• Contests
• Goodreads & Youtube
• E-newsletters
• Special events for certain people
• Community involvement
• Media & mobile technology