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~ MEDIA ADVISORY ~

Springfield Library Wins 2011 Mora Award

Award Recognizes Promoting Library & Information Services to Latinos

SPRINGFIELD, Ore. - REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking, has awarded the Springfield Public Library with the Estela & Raúl Mora Award. The Award is presented annually to the most exemplary program celebrating El día de los niños/El día de los libros (Children's Day/Book Day), also known as Día. This year the library was one of two in the country to win the prestigious award.

The Springfield Public Library will receive a \$1000 cash prize and the Mora Award plaque to display in the library. The money will be used to continue promoting the connections between children, families and literacy through the annual Día de los niños/ Día de los libros celebrations.

Mora Award committee chair Beatriz Pascual Wallace said, "Springfield's celebration demonstrated to the committee that smaller Día events can have a big impact." "We noted the heartfelt commitment for their Día to promote a community of inclusion and connect families to books and reading in a fun, positive, and empowering environment." According to Springfield library's Latino liaison, Emily Ziglinski: "Community connections are important to literacy; if children are comfortable in an environment, then they are able to relax and learn."

Springfield Public Library planned its Día celebration with the help of volunteers. Public school classrooms were invited to create milagros (artistic expressions of wishes and desires) which were displayed at the library. Local bilingual author Amy Costales presented songs and stories. Craft activities included bookmarks, piñatas, creating favorite book characters out of clay and bookmaking with the help of a bilingual list of story-starting ideas. Notably, the event was inclusive of parents with lower literacy skills, who were invited to orally share stories during craft activities. Two hundred people attended and 70 Spanish and bilingual books were awarded in a raffle.

For additional information: http://www.reforma.org/mora-award-winner2011_eng