

One Book 4 Colorado/Summer Reading Tie-In Ideas

Use One Book 4 Colorado (OB4CO) as an opportunity to promote your Summer Reading Program! Here are some ideas:

- Put a flyer or bookmark advertising your Summer Reading Program in each **Grumpy Bird** book you distribute.
- When you do a **Grumpy Bird** storytime or outreach event, talk about Summer Reading and encourage participation.
- If you provide a OB4CO outreach event, ask the outreach location if you can post information about your Summer Reading Program at their location.
- For each promotion you do in the media or on social media about OB4CO, add a Summer Reading tagline. This could be “Fly to a library near you this summer and join the Summer Reading Program” or “Coming Soon to a Library Near You – Summer Reading!” Media and social media ideas include:
 - Your library’s webpage
 - Your library’s Facebook page, Twitter account, and/or blog
 - Your library’s newsletter and/or event schedule flyer
 - School newsletters
 - Childcare center newsletters
 - Neighborhood newsletters
 - Local newspapers
 - Rural electric bills
- Include the same tagline on your OB4CO flyers and post them in your library, local businesses, community centers, preschools, and other places that parents go in your community.

