



TOY LIBRARY AWARENESS WEEK

1 - 8 March 2012

Toy Library Awareness Week is a week of celebrations dedicated to:

- Increasing awareness and understanding of the nature and importance of Toy Libraries
- Engaging with your community in active recognition/celebration of Toy Libraries
- Seeking wider community endorsements and ongoing participation in Toy Libraries

So, *Get excited about the possibilities, Get Involved!*

Here are a few ideas, there's bound to be something you can do. It doesn't matter how large or small your activity - it could be as big as organising a display at your local shopping mall or as small as just adding a mention in your library newsletter - it all contributes to the success of the Week.

If you are planning an event, don't forget to tell us about it and register it on the Children's Day website too if you are holding your event on Sunday 4th March.

- Spread the word, tell us what your plans are: Email the office@toylibrary.co.nz.
- Share your ideas with others by posting your activities on our facebook page: <https://www.facebook.com/pages/Toy-Library-Federation-of-NZ/228066583883357>
- Tell other toy libraries your news on our forum www.toylibrary.co.nz

We want everyone to know all about the positive aspects of being involved with a Toy Library and Helping the Children Play.

Ideas for raising the public profile of your Toy Library

- Contact your local newspaper - they may wish to run an article on your Toy Library or get together with the Toy Libraries in your area, the newspaper may wish to do a feature. Remember your Media Release.
- Static display of pictures/photos. Displays should be clear, clutter free and easy to see what you are promoting. Remember to include Toy Library details, handouts and any other items of interest.
- Local radio stations - many radio stations have a free Community Notices service, just give them a call they'll be in the phone book.
- Join in any Community days in your area. This is a good opportunity to have a display, run a stall, run an event. Don't forget to have information leaflets, memberships forms etc., to hand out.
- Fundraising - some may see this as just a way to raise funds, but remember that every time somebody mentions your name, it's all publicity... "Hello, I'm selling pizzas for ABC Toy Library..."
- Display information sheets/posters around your community - you'd be surprised how many people stop to read these sorts of things
- Have your logo printed on cards, stickers, fridge magnets, stamps, T-shirts. Not only will you be promoting your Toy Library you may even raise some funds at the same time.
- There are many regional television stations out there interested in what is happening in their region. Give them a call - you may become a television star!
- One Network News has an events calendar after the weather on a Friday evening. Contact them with details of your event; you may be one of the lucky few to feature one week.
- Hold an Open Day/Evening, invite people along, have morning tea/supper.
- Run a competition, eg: colouring competition. Enclosed is a colouring competition you may wish to use or adapt.
- Have a 'bring a friend' month

Get out there, Promote your Toy Library, and Have Fun!

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TOY LIBRARIES ARE FUN!

Name..... Age.....

(Please write contact number on back)

A few facts about Toy Libraries in New Zealand

- There are over 220 member toy libraries of the TLFNZ from Kerikeri to Invercargill.
- Toy Libraries reach over 23,000 children throughout New Zealand
- They are located in both rural and urban areas
- They are run by voluntary committees and rely on fundraising and grants for their funds
- They are non-profit organisations and are not government funded
- The Toy Library Federation of NZ is run by a board of volunteer trustees
- The TLFNZ office is located in Christchurch - contact 0800-148-697 or email office@toylibrary.co.nz
- TLFNZ is a member of the International Toy Library Association (ITLA)
- The first Toy Library in New Zealand was established in Hamilton in 1974 by Miss Gillian Gorrick.
- Website - www.toylibrary.co.nz

'Play teaches children to master the world' - "Jean Piaget"