

# Passport Program Marketing Materials

## Event details

Launching during National Library Week (April 7-12, 2024) and ending August 31, 2024

To help you promote this event, we have provided links to both downloadable files of generic materials with NWLN branding, as well as Canva templates that you can edit to include details and branding for your location.

## Marketing Materials (Graphics)

A note about file types: JPG files are typically better for web use, while PNG files allow for better printing.

- Poster (8.5" x 11")
  - [Printable PDF](#)
  - [Canva Template](#)
- Facebook post (1200x630px)
  - [Downloadable .png](#)
  - [Canva Template](#)
- Website/Calendar image (300x300px)
  - [Downloadable .jpg](#)
  - [Canva Template](#)
- Sample Press Release: See next page

**PRESS RELEASE**  
**For Immediate Release**

**Contact:**

[Name]

[Phone number]

[Email address]

[Website]

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**Passport program encourages exploration of northern Wisconsin libraries**

*The Northern Waters Library Network invites visitors and residents to visit public libraries this spring and summer for a chance to win a prize!*

What's not to love about northern Wisconsin? We're home to the Musky Capital of the World (Boulder Junction), the world's largest musky and walleye fish hatchery (Spooner), and the birthplace of Smokey the Bear (Mercer)! While you're exploring northern Wisconsin this spring and summer, make sure to include public libraries on your travel itinerary for a chance to win a prize!

Launching in early April, the Library Passport Program from the Northern Waters Library Network invites you to stop in at any Northern Waters library and pick up a passport. Make sure to bring your passport with you as you travel throughout northern Wisconsin this spring and summer and get a stamp at each library you visit. Collect 10 different stamps and you'll receive an entry form for a prize drawing, giving you a chance to win one of four Kwik Trip gas cards.

Passports contain a variety of "fun facts" about each library in the Northern Waters Library Network, including library and community attractions. So, swing by the Winchester Public Library and say "hello" to their library cat, Gus! Stop by Presque Isle Community Library and grab a homemade cookie! Visit Superior Public Library and check out their exquisite local history murals! No matter where your travels take you, public libraries are the heart of the community, offering free WiFi, programs and events, and much more.

Passports will be available to pick up at any Northern Waters library in early April. Entries for the prize drawing are due August 31, 2024. The drawing will take place in early September. To find a Northern Waters library near you, go to the website: <https://northernwaters.org/passport> or visit your local library for more information.