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Contact: Danilo Serranilla
OC Public Libraries Public Information Officer
(714-) 566-3010
danilo.serranilla@occr.ocgov.com

MEDIA ALERT

WILL OC PUBLIC LIBRARIES LAUNCH A BILINGUAL MARKETING CAMPAIGN THIS SUMMER? ¡OH SÍ!

SANTA ANA, Calif. (May 20, 2024) - OC Public Libraries launches a bilingual English/Spanish marketing campaign this summer to raise awareness about all the library has to offer. The pilot marketing program, funded by a Samueli Foundation grant, targets Spanish speakers and connects them with library cards and free programming.

The campaign's title, *¡Oh Sí!*, is an easy to understand phrase that lets the community know OC Public Libraries begins at yes! The materials and messaging of the campaign provide a resounding *¡Oh Sí!* to the most popular questions asked about library services, including:

- Can a library be more than a place to check out books? *¡Oh Sí!*
- Can my kids' summer be filled with stories, discoveries, and tasty, free lunches? *¡Oh Sí!*
- Can a book unlock worlds of adventure for me this summer? *¡Oh Sí!*
- Can summer fun prepare my child for kindergarten? *¡Oh Sí!*

Libraries offer necessary services and resources to all community members. For example, the Lunch at the Library program feeds thousands of children each summer. Weekdays in June and July, any person under the age of 18 can receive a free, healthy meal at select libraries and participate in exciting cooking workshops, STEAM (science, technology, engineering, art and math) activities and more. Other free library services include online tutoring, internet access, stay and play activities, and summer reading programs. This marketing campaign is designed to spread the word about the free programs offered at OC Public Libraries.

The *¡Oh Sí! marketing* campaign runs June through September and begins with a summer programming kick-off celebration on June 3rd at the Tustin Library. Ads will appear on OCTA

buses, social media, and beyond. A customized website in English and Spanish has also been created to provide information about library services.

Lunch at the Library is available at:

Costa Mesa Donald Dungan Library
1855 Park Avenue
Costa Mesa, CA 92627

El Toro Library
24672 Raymond Way
Lake Forest, CA 92630

Garden Grove Chapman Library
9182 Chapman Avenue
Garden Grove, CA 92841

Garden Grove Main Library
11200 Stanford Avenue
Garden Grove, CA 92840

San Juan Capistrano Library
31495 El Camino Real
San Juan Capistrano, CA 92675

Tustin Library
345 E. Main Street
Tustin, CA 92780

For more information about *¡Oh Sí!* and all the possibilities, visit ohsilibraries.com.

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