

## WYOMING'S LIBRARIES LAUNCH NEW ADVERTISING CAMPAIGN WITH BARNHART COMMUNICATIONS

**Cheyenne, Wyoming – March 3, 2006** – Wyoming's Libraries today launched a new multimedia advertising campaign designed to promote increased awareness and usage of Wyoming's library system. Produced by Barnhart Communications, the campaign features print ads, radio spots, billboards, bookmarks, posters and stickers that will run in Cheyenne, Casper, Sheridan and Riverton/Lander throughout Spring 2006.

“We wanted the campaign to speak to consumers on a very inspirational level – that whatever their interests may be, they can learn more through resources found at their local library,” said Lesley Boughton, state librarian for Wyoming State Library. “It is important for us to convey to consumers that Wyoming Libraries are an integral part of our local communities and have something for everyone, including expansive resources that are easy to access.”

The campaign features two 60-second radio spots and two four-color print ads highlighting how easy it is to satisfy one's curiosity through books, DVDs, CDs and on-line resources found at Wyoming Libraries. The tagline “Bringing the World to Wyoming” stresses how Wyoming Libraries are an important community resource filled with information, services and much more. All executions in the campaign promote Wyoming Libraries' Web site, [www.wyominglibraries.org](http://www.wyominglibraries.org).

The radio campaign debuts on March 1 on Cheyenne radio stations KOLZ and KRRR and will run throughout the month. The spots will then air in April on KYTT and KZWY in Sheridan and on KDLY and KTAK in Riverton/Lander. The print campaign breaks in the March 5 issues of the *Wyoming Tribune Eagle* and *Casper Star Tribune* and will appear in two additional issues of both papers later on during the month, then runs in three issues of the *Sheridan Press*, *River Ranger* and *Lander Journal* in April. In addition, billboards will be unveiled in various locations throughout Cheyenne in March and in Sheridan and Riverton/Lander in April. The campaign runs again in all four markets during June.

The campaign also features creative elements available for consumers at their local libraries in Cheyenne, Sheridan and Riverton/Lander including stickers, posters, bookmarks, bags, library cards, mouse pads and book covers.

### **About Barnhart Communications**

Barnhart Communications is a leading integrated marketing communications firm with offices in Denver and Cheyenne, Wyoming. The 35-year-old company serves clients in a wide range of sectors, including consumer products, travel and leisure, real estate and development, health, and medical and technology. Barnhart currently employs 20 people who provide their clients with large agency thinking and small agency service. For more information visit: [www.barnhartusa.com](http://www.barnhartusa.com).

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