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THOUSANDS PARTICIPATED IN PENNSYLVANIA'S 8th ANNUAL *ONE BOOK* CAMPAIGN

LANCASTER, PA – South Central Pennsylvania's *One Book, One Community* campaign enticed thousands of area residents to read *The Help* by Kathryn Stockett and participate in a wide variety of community-based programs that focused on the issue of civil rights in America. The regional reading campaign, now in its eighth year, was the first of its kind to be launched in Pennsylvania. In 2011 it ran from August 24 through mid-November.

The book circulated many times...

The Help was borrowed 4,094 times during the *One Book, One Community* campaign according to tracking done by the Cumberland, Dauphin, Lancaster, Lebanon, Perry and York County Library Systems and HACC academic libraries. These numbers reflect multiple formats of *The Help* made available to the public as books, large print books, and books on CDs. The popularity of this year's book was enhanced by the August 2011 release of the motion picture of the same title, which received critical acclaim for its honest depiction of the book's storyline and characters. The film's director, Tate Taylor, was a longtime friend of the author having grown up together in Jackson, Mississippi. Ms. Stockett was involved in the creation of the screenplay and production of the film. She also made an appearance in the area on October 6th as the guest of the Library Friends of Berks County's special program where over 1,000 people attended the event that was held at the Scottish Rite Cathedral in Reading.

Throughout September, October, and mid-November, an estimated 526 central Pennsylvanians participated in a total of 45 library programs, including book discussions, movies and other related events. Many readers responded that they like the sense of community that the One Book program encourages while highlighting good literature. The response to year's campaign reaffirms the important role that libraries and books play in bringing people together.

Bookstores were winners too

Sponsor Harrisburg News Company reported sales of **nearly 5000** copies of the book through outlets including Giant Food Stores, Weis Markets, and Wegmans stores once the campaign was launched. Partners Barnes & Noble Bookstores and a growing list of independent bookstores also saw a marked increase in the sale of *The Help*.

OBOC Website served as an information clearinghouse

The official website, www.oboc.org served as a resource for individuals to gather information on the program that included features on *The Help* and recommended reading for adults, excerpts from the book, a survey for feedback, and a special coupon offer from Isaac's Restaurant and Deli.

In the words of our readers

"The book reinforces diversity, community, and the value of lifting each other up. What an influence we have on our children."

"It made me think about racial prejudice and examine my own feelings."

The Help opened eyes to just how badly people who are "different" from the majority are treated by many."

"A major slice of African American Women's history..."

"It was a great read; revealing of the ways of life in the town while showing how far we have come yet have to go."

"I really enjoyed the audio book. The speakers who played the maids gave a real sense of place to the story...as if I were there. All the characters were very believable. And I'm glad the story became a successful book and movie..."

"My favorite book yet! Could not stop reading it!"

"One of the best reads on the topic. Made me wish I had been more aware and could have done something to help this cause when I was young..."

Financial Support and Sponsorships helped to make it a reality

The ***One Book, One Community*** effort was made possible by the generous support of many community leaders, including WGAL-TV8, the Robert H. & Beverly U. Fowler Family Foundation, Isaac's Restaurant and Deli, ShowcasePA Magazine, Giant Food Stores, and K & L Gates. Local library friends' groups throughout the area contributed to the project. Glatfelter, a local paper company, supplied over 100 outreach books that were distributed throughout the six participating counties. Outreach books were shared with senior centers, hospitals, local prison libraries, and other community outlets.

WGAL, media sponsor for the reading initiative, produced Public Service announcements for the ***One Book, One Community*** campaign. News 8's Education Reporter Anne Shannon served as on-air spokesperson for the campaign.

The September issue of ShowcasePA! Magazine featured Anne Shannon on the cover and a 4-page insert with information about this year's selection, the author and programming the programming schedule for participating libraries in six counties.

"One Book, One Community provides a catalyst for increased awareness of societal issues, and through the fostering of critical thinking, it can encourage positive change.", said Carolyn Blatchley, Librarian for Cumberland County Library System and coordinator of this year's One Book Campaign.

"This year's campaign offered much excitement to the regional community given the popularity of *The Help*. Although many people in the community had read the book before the campaign was officially launched, the release of the film based on the book generated renewed interest. Many readers chose to read the book again and welcomed the opportunity to discuss the book, the history of the civil rights movement in our country and how the storyline is relevant to today's race relations issues." said Mary Ann Heltshe-Steinhauer, Community Relations Director of Library System of Lancaster County.

Led by the Cumberland, Dauphin, Lancaster, Lebanon, Perry and York County Library Systems, as well as HACC (Harrisburg Area Community College) campus libraries, ***One Book, One Community*** promotes the value of reading by recommending a compelling book that links community members in a common conversation through readings, group discussions, programs and other events. For more information, visit www.oboc.org.

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