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**Broward County Commission Libraries Division Announces
Broward County Library Wins 2007 Mora Award**

BROWARD COUNTY, FL – Broward County Library System has been selected as national winner of the 2007 Estela and Raúl Mora Award promoting participation in the celebration of Día de los Niños/Día de los Libros (Children’s Day/Books Day). The award is donated by writer Pat Mora and her three siblings in honor of their parents and was established to honor children, promote bilingual literacy and encourage reading among all children.

Broward County Library will receive \$1,000 plus a plaque to be donated by the Mora grandchildren. The stipend and plaque have been awarded annually since 2000 to the school, library, or community organization that sponsors the most exemplary celebration.

Contestants for the Mora Award are judged on several different aspects of their Día de los Niños/ Día de los Libros programs: quality of their program and successfulness in reaching its target audience; involvement of partnering organizations; change in level of activity over the previous years, and quality of publicity. In addition, the committee considers what impact the award would have on next year’s Día de los Niños/ Día de los Libros program.

“Celebrating Books, Celebrating Children” was the overall theme for Broward County Library’s 2007 Día de los niños/Día de los libros events. The events reached out to all children, but especially were targeted at Hispanic families. The five main events were the Conference on Children’s Literature (for educators and other interested adults), the Children’s BookFest (daylong children’s book festivals held at 3 libraries in communities with large Hispanic populations) and Moonlight Tales: Storytelling Under the Stars (a family event).

Planning began in earnest in January for our April Día events, with several community partners joining us at the planning table. Without the support of our many partners, and the 150 community volunteers who worked at the events, a program of this scope would not have been possible. Celebrating “El día de los niños/El día de los libros” as one of our core programs has been beneficial to our library system in many ways, some quantitative (as in circulation statistics for Spanish materials and number of children at bilingual programs) and some qualitative (as in a better understanding of ethnic differences). But, most importantly, “El dia” has helped us to fulfill our mission as a public library: to serve the many ethnic communities in the U.S., among them the 370,000 immigrants living in our own county.

According to Library Director, Robert E. Cannon, the Mora Award plaque’s permanent “home” will be in our soon-to-be-built Hispanic Cultural and Educational Center in the Main Library. Until the Center is opened, the plaque will be on public display in the Main Library’s Youth Services Section.

The award-winning Broward County Libraries Division, founded in 1974, provides essential quality-of-life community service as well as outstanding customer service throughout Broward County. The Library consists of 37 branches that provide three million items and more than 2,000 computers for public use, and after-school literacy, youth, and teen programs. Its website, www.broward.org/library, includes free online reference and information databases in addition to access about library services, locations, and events that customers access on average 300,000 times a month. The Broward County Library is the ninth-largest library system in the United States, serving over nine million walk-in customers annually.

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