

Charlotte Mecklenburg Library debuts new video in conjunction with weeklong celebration

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New international initiative aims to shift public perception of libraries

Charlotte, NC – Monday, September 14, 2015 – This week, Charlotte Mecklenburg Library is participating in "[Outside the Lines](#)," Sept. 13-19, 2015, an international campaign designed to reintroduce the libraries to their communities and get people thinking – and talking – about libraries in a new way.

Charlotte Mecklenburg Library's contribution to the celebration is a [new video](#) featuring library customers telling their stories. Through the words of local library users, viewers will gain a better understanding of what the Library offers today, and how much libraries impact our community in a positive way.

"We are excited to reintroduce ourselves to the Charlotte-Mecklenburg Community, and to do that through stories of people who use us today," says Cordelia Anderson, Director of Marketing & Communications for the Library. "Library users can tell our story so much better than we can – that's why we decided to release this video as part of our participation in Outside the Lines."

Internationally, organizations participating in Outside the Lines are hosting events and campaigns that help people understand how libraries have changed into dynamic centers for engagement, and how they are more relevant than ever to people's lives.

About the Charlotte Mecklenburg Library:

The Charlotte Mecklenburg Library is one of America's leading urban public libraries, serving a community of over one million citizens of Mecklenburg County, North Carolina. Accessible and welcoming to all, the Library celebrates the joy of reading, fosters learning and growth, connects people to each other and the world, and inspires individuals with what they can achieve. Through 20 locations, targeted outreach and online at www.cmlibrary.org, the Library delivers exceptional services and programs, with a mission to create a community of readers and empower individuals with free access to information and the universe of ideas.

About Outside the Lines:

Outside the Lines is a global R-Squared initiative originally designed by Colorado library marketers and directors that gets libraries "walking the walk" – taking action to show communities how important libraries are and how they've changed. This weeklong international celebration takes place Sept. 13-19, 2015. Outside the Lines takes many of the concepts discussed at [R-Squared, The Risk & Reward Conference](#), such as creativity, customer curiosity, culture, community and creative spaces, and puts them into action where they count – in our local communities. Learn more at getoutsidethelines.org.

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