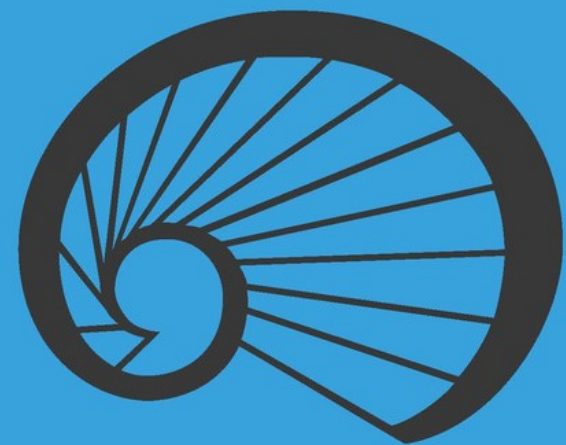


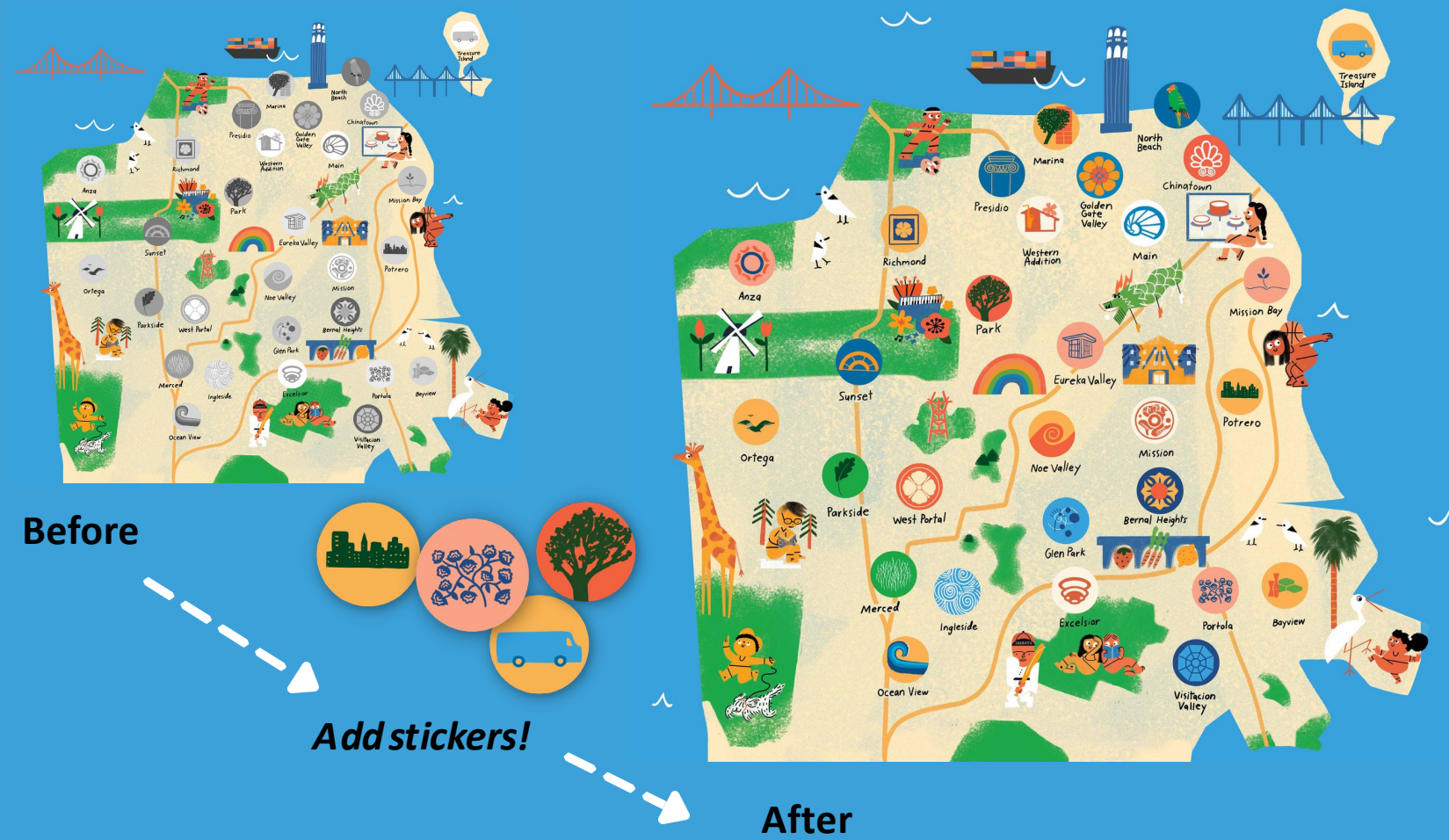
TREASURES ABOUND FOR READERS AROUND TOWN



Get to know San Francisco
with SFPL's Explorer Map

Jaime Wong, Public Relations Officer





MARKETING & PUBLICITY HIGHLIGHTS

- October and November *At the Library*
- Enewsletters and eblasts
- Social media posts
- Location banners
- A-frame signage
- City partner outreach
- Neighborhood staff picks page for every location: sfpl.org/explorer-map



Explorer cyclists and SFPL fans Allison Mercurio (left), Nick Dunlap (center) and Danielle Raynal (right) visited 20 branches in a single day.

