



PRESS RELEASE  
February 10, 2010

FOR IMMEDIATE RELEASE

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### YAKIMA VALLEY LIBRARIES HAS A NEW LOGO

After much hard work and community input, the Yakima Valley Libraries is proud to unveil its new logo. The new logo features a classical book design as a symbol of knowledge and enrichment.

“This has been a long process for us,” said Kim Hixson, Interim Director of YVL. “We began the search for a new logo three years ago, following the annexation of the City of Yakima to the regional library district. In October, 2006, our Board of Trustees voted to adopt a name that reflects the unity of the library district, and chose the new name of *Yakima Valley Libraries.*”

In 2008, a campaign was developed to design a new logo. The Library’s previous logo was copyright protected with the words “Yakima Valley Regional Library,” thus making it necessary for YVL to find a new logo.

After soliciting designs from the community, nine were selected as best capturing the essence of the new name. To narrow down the choices, these nine designs were voted on by paper ballot and through YVL’s website. On February 24, 2009, YVL’s Board of Trustees selected the winner.

Now Yakima Valley Libraries will begin implementing the new logo by updating signage on buildings and vehicles, letterhead, webpage, book bags, library cards and other promotional materials. New library cards will be available to library customers on February 24, 2010!

“We looked to our community to help us with the design, and we are very pleased with the outcome,” said Hixson. “We are proud of our new logo, and as part of our new history, we are committed to making *connecting people and ideas* our primary focus for the future.”

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