

IFLA PressReader International Marketing Award 2019

La secció de la *IFLA Management and Marketing* en col·laboració amb PressReader anuncia els tres guanyadors i els top ten finalistes del premi *IFLA PressReader International Marketing Award 2019* [



ere was nothing supernatural in Nobs. If even if it had been as the Doctor was willing to suppose he thought probable, would upon been in the course of nature, though not in her usual sense. *Southey, The Doctor, cxliv.*

Hippogriff, hippogryph (hip'ō-grif), *n.* [*F. hippogryphe* = *Sp. hipogrifo* = *Pg. hippogrifo* = *ppogrifo*, < *Gr. ἵππος*, horse, + *L.L. gryphus* (γρυψ), a griffin: see *griffin*.] A fabulous creature, like a griffin, but with hoofs and other

Descaregar imatge

Πιπωνακτεῖοι
nax, < ἵππος
ruler, < ἵππος
1. Of or pertaining to
(sixth century)
poetry, which
poems.—2.
tain meters
literature by
Hipponactes

UBC Library
MYTHICAL CREATURES
DIGITAL COLOURING BOOK

Hippogriff. (After Tiepolo and Ingres.)

resembling a horse, apparently invented, imitation of Pegasus, by the romancers of the Middle Ages, and furnished to their heroes as a means of transportation through the air.

Hippophaëtes, < *Gr. ἵππος*, horse, + *φαῖς*, < *Gk. φαῖς*, saying, he caught him up, and, without wine

Pertaining to
hippopath
ἵππος, horse
ogy of the
medicine.
Hippophaëtes, < *Gk. ἵππος*, horse, + *φαῖς*, saying, he caught him up, and, without wine

Guanyadora del primer premi *IFLA PressReader International Marketing Award 2019*. *2018 UBC Library Digital Colouring Books Campaign*

https://www.ifla.org/files/assets/management-and-marketing/marketing-award/award2019/ifla_award_winners_2019.pdf on es premien campanyes o projectes de màrqueting creatius i orientats a resultats.

S'han presentat 116 contribucions de 30 països, REBIUN es troba entre les 10 primeres posicions amb la candidatura presentada que porta el títol **#siguiendolapistadelIOA**, joc organitzat en motiu de la Setmana de l'Accés Obert a les Xarxes Socials i coordinat per la Línia 2 i Línia 3 del Grup de Repositoris de REBIUN.

<https://www.facebook.com/hashtag/siguelapistadeloa?epa=HASHTAG> [

<https://www.facebook.com/hashtag/siguelapistadeloa?epa=HASHTAG>]

<https://twitter.com/hashtag/siguelapistadeloa?src=hash> [

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Els tres finalistes han estat:

- **The University of British Columbia, Canada** amb el projecte: *2018 UBC Library Digital Colouring Books Campaign* [<https://about.library.ubc.ca/colour-our-collections/>].

- **Vantaa City Library, Finland** amb el projecte: *Taskukirjasto tutuksi/ Bring Pocket Library to Light* [[http://www.helmet.fi/en-US/eLibrary/Taskukirjasto/Taskukirjasto\(5378\)](http://www.helmet.fi/en-US/eLibrary/Taskukirjasto/Taskukirjasto(5378))].
- **Sunshine Coast Libraries, Australia** amb el projecte: *Story Seat – 10 seats, 10 stories, 10 parks* [<https://library.sunshinecoast.qld.gov.au/Children/Story-Seats>].

Enhorabona a tots els participants!