



Bismarck Veterans Memorial Public Library

Y O U B E L O N G H E R E

July 02, 2025

MEDIA ADVISORY

FOR IMMEDIATE RELEASE:

Bismarck Veterans Memorial Public Library Receives National PR Award

WHAT:

Bismarck Veterans Memorial Public Library (BVMPL) was honored on June 28, 2025 at the American Library Association's Core **PR Xchange Awards** Ceremony in Philadelphia, PA for its public relations efforts for the second year in a row. BVMPL's "**Phantom Finds**" commercial, promoting its ghost hunting kits, was chosen for the best material promoting collections, services, and resources among libraries in the same budget category. Out of 297 submissions, only 25 were honored for electronic content.

BVMPL thanks the following staff for their team effort in creating the Phantom Finds commercial: Matt Hovland, Troy Hamre, Allison Keller, Mariah Ralston, and Kevin Tengesdal.

The annual PR Xchange Awards Competition recognizes the very best public relations materials produced by libraries across the country in the past year. Entries are evaluated on content, originality, and design by a team of experts in public relations, graphic design, communications, and marketing, who select the winner(s) in each category.

BVMPL has four ghost hunting kits, backpacks containing various paranormal equipment and books on ghost hunting and paranormal activity in North Dakota. The kits are available for checkout to adult patrons (18+) with a limit of one kit per library card.

WHO:

250701 ALA Awards.png (left to right): PR Xchange Award co-chairs Mark Aaron Polger and Holly Flynn with Christine Kujawa, BVMPL Library Director at the American Library Association's Core PR Xchange Awards Ceremony in Philadelphia, PA on June 28, 2025

250701 ALA Certificate.png (left to right): "Phantom Finds" cast and crew members Troy Hamre, Matt Hovland, and Kevin Tengesdal. Not pictured are Allison Keller and Mariah Ralston.

FOR ADDITIONAL INFORMATION CONTACT:

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