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RESOLUTION ON THE "TOGETHER IS BETTER" READING PROGRAM

WHEREAS there can be little quarrel with the American Library Association seeking funds from private sources to support worthwhile projects; but

WHEREAS the recent collaboration between ALA and McDonald's Family Restaurants on the "Together Is Better" national reading program has
resulted in an advertising windfall for McDonald's, libraries clearly and deliberately being used as a promotional and marketing medium for fast
foods;

THEREFORE BE IT RESOLVED that the Social Responsibilities Round Table urges ALA to avoid collaborations or funding arrangements in the future that
in effect equate books; reading, and _libraries with hamburgers or other commodities; ·

AND BE IT FURTHER RESOLVED that copies of this resolµtion be sent to Marilyn Miller, ALA President; Ed Rensi, McDonald's President/CEO;
American Libraries; Library Journal; and School Library Journal.

Passed by ALA Social Responsibilities
Roundtable, January 25, 1993

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