



ILLINOIS LIBRARY ASSOCIATION

Because Libraries Matter

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Press Release

Karina Guico, Marketing & Engagement Manager at the Morton Grove Public Library (MGPL), is the recipient of the 2022 Illinois Library Association’s (ILA) Deborah Dowley Preiser Marketing Award. The award recognizes a library employee who has performed excellent work in public relations and programming over a period of several years. The award is presented and sponsored by the Oak Park Public Library.

Guico began her career with Morton Grove Public Library in 2007 as the Adult Services Programming/PR Assistant. Before her promotion to her current role, Guico served as Graphic Designer with a focus on collaboration with Adult Services.

During the library’s rebrand in 2019, Guico, as graphic designer, designed the new library logo and redesigned the newsletter and style guide used throughout the library. In her new, expanded role, she has taken on video marketing for the library including production, editing, and graphics. Guico was the first member of the MGPL staff to take on virtual programming in 2020, bringing her already popular crafting programs to a live, virtual audience. Her marketing mentality includes becoming involved in the programs - from staffing the farmer’s market table to helping plant a community garden. She is a true collaborator, helping staff develop programs and initiatives for the Morton Grove community. Her colleague Melissa Mayberry shares that Guico is “the heart of the library”.

In addition to her work at MGPL, Guico shares her passion for marketing and programming with others in the library field. She has presented at Reaching Forward and her work has been featured at ILA Marketing Forum events.

The Deborah Dowley Preiser Marketing Award will be presented at an awards ceremony during the 2022 Illinois Library Association Annual Conference. The conference will take place October 18-20, 2022, in Rosemont, IL.

For further information, contact the Illinois Library Association.

For Immediate Release