



The [Birmingham Public Library](#) has won an award for its creative use of its MySpace page for marketing their programs and features. The *Be Innovative!* Award from [Innovative Interfaces](#), the company that markets the software used by the library to organize, order, process, and circulate all of its materials, is the second one presented to the library, the first being presented in 2004.

Melinda Shelton, the library's webmaster, accepted the award for the *Most Innovative Marketing of Millennium Products/Features* at the 15th annual Innovative Users Group Conference in San Jose, California, on May 16, 2007, according to [a post on their blog](#).

The museum has maintained [its MySpace page](#) for more than a year and they currently have more than 2,100 friends.