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**MCCA ANNOUNCES RETURN OF AMERICAN LIBRARY ASSOCIATION**

*Oldest and Largest Library Association in the World Will Bring Thousands of Industry Leaders*

The Massachusetts Convention Center Authority (MCCA) today announced a two-year deal with the American Library Association (ALA), which will bring its 2010 and 2016 Midwinter Meetings to the Boston Convention & Exhibition Center (BCEC). The two events, occurring January 11-20, 2010 and January 3-13, 2016, are expected to draw in 14,000 attendees each, booking more than 23,000 roomnights in total, 5,500 peak roomnights.

“Since the first publicly supported municipal library in the country was founded in Boston in 1848, it is only fitting that the American Library Association return to this city for its annual event,” said James E. Rooney, Executive Director of the MCCA, which owns and operates the BCEC. “Every business person knows that the truest form of product validation is repeat business and growth. The ALA is seeing an increase in attendance and exhibitors with every event, and we look forward to working closely with the organization as it returns to Boston and makes its transition from the Hynes to the BCEC to accommodate this growth.”

The ALA holds an annual business meeting known as the ALA Midwinter Meeting. Generally held in January, the conference draws more than 10,000 leaders in the library and information industry for some 2,500 meetings and events. Some 450 exhibits feature the latest in books, videos, computers and other materials available to today's libraries and their users.

In January 2005, the ALA held its Midwinter Meeting at the Hynes Convention Center, attracting 13,000 attendees, booking 9,608 roomnights and 4,300 roomnights on peak. The 2010 and 2016 events represent increases of 7.7 percent in attendees, 19.6 percent in the number of roomnights, and a 27.9 percent increase in the number of the peak roomnights.

“ALA had a love affair with Boston during our Midwinter meeting in 2005. The requests to return were relentless,” said Deidre Irwin Ross, Director of Conference Services for the American Library Association. “How could we argue against returning to a city where our attendance number were exceptional, the hotels were stellar, and the service at the convention center flawless? Add to that the fabulous restaurants, breathtaking library, the history, the nightlife, shopping and cultural events. Boston is our dream city for our Midwinter Meeting in 2010 and 2016.”

The City of Boston has had a strong role in shaping the nations library system. Boston is home to the nation's first free public library in a major city, established in 1848. Another innovation in library services came in 1895, when the Boston Public Library became the first library to establish a space specifically designated for children.

According to ALA Conference Services, the 2007 Seattle Midwinter Meeting marked a record-breaking year for exhibitor participation. More than 539 exhibitors featured the latest in books, videos, computers and other materials available to today's libraries and their users.

The American Library Association is the oldest and largest library association in the world, with more than 65,000 members. Its mission is to promote the highest quality library and information services and public access to information. ALA offers professional services and publications to members and nonmembers, including online news stories from American Libraries and analysis of crucial issues from the Washington Office.

The BCEC's primary market will continue to be regional, national and international conventions trade shows, corporate meetings and functions not open to the general public. Bookings for such events have continued to meet or exceed projections. In 2006, the MCCA hosted 275 events at the BCEC and the Hynes, which drew in 696,522 attendees and generated 648,862 hotel roomnights, as well as \$528 million in economic impact for Greater Boston.

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