POWER UP TOOLKIT
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[www.poweredlibraries.org](http://www.poweredlibraries.org) #poweredlibraries
Ideas Powered: It’s What We Do Campaign
In April of 2016, the Texas Library Association and its PR and Marketing Committee launched a statewide PR campaign. *Ideas Powered: It’s What We Do* (Powered Libraries) is an effort to broaden the awareness of library services to the public and provide resources to librarians working in the state in order to promote libraries as vital, technology-centered institutions in the community.

The campaign emphasizes the many ways in which libraries have evolved to meet the demands of a fluid, ambitious and technologically-savvy population and seeks to energize the profession as a whole. Resources related to the Powered Libraries campaign are available to librarians at [www.poweredlibraries.org](http://www.poweredlibraries.org)

About the Campaign
*Ideas Powered: It’s What We Do* (Powered Libraries) is a statewide public awareness campaign showcasing innovation, leadership and technology-centered work being generated in today’s libraries. The campaign’s goal is to encourage a love of learning and support for that great American and Texan institution: libraries.

While the campaign aims to energize libraries, it is focused on public audiences with the mass population as an objective. Learn more about the Powered Libraries campaign at [www.poweredlibraries.org](http://www.poweredlibraries.org)
HOW TO USE THE TOOLKIT
To assist Texas librarians and encourage inclusive engagement and excitement in your community, the PR and Marketing Committee of the Texas Library Association has developed this toolkit of materials and resources that can be used for *Power Up at Your Library Week (Power Up Week)* or any day in which library staff want to embrace new technological trends in their communities.

This guide provides resources and programming ideas that are easy to implement, including innovative programming concepts, promotional tips and a sample press release to help spread the word. Librarians are encouraged to use the toolkit as inspiration to create their own programs and activities in celebration of *Power Up Week* or the wider Powered Libraries campaign.

Feel free to make use of any of the ideas assembled in this kit to spark your own creativity! You can even share your own ideas with fellow library professionals, educators, parents and caregivers by tweeting @poweredlibraries or @txla with the hashtag #poweredlibraries.

Together, let’s continue to push the envelope of our profession and collectively “Power Up” for Texas!

GETTING STARTED
Think of this guide as a brainstorm session with your favorite creative thinkers. Set a goal and set a date to implement a new library service that will Power Up Your Library. Identify the necessary resources you will need and work toward obtaining them. Even if you have to start small – or you aren’t ready in time to implement a brand new program on *Power Up Week* – you can still begin the planning process and target your efforts in the right direction. The important thing is to just get started.

Once you put an innovative program in place, you can share your success with others by using hashtag #poweredlibraries on your social media platforms.
Powered Libraries has gathered ideas from the library community to inspire your Power Up Week from October 1-7, 2017, or on any other day of the year. From academic to public to school libraries, these programs will strengthen the impact of libraries with purposeful activities that increase community support. Every program takes a hands-on approach that challenges libraries to collaborate with communities outside of the norm. We encourage you to partner with community (public, school, academic) members. Don’t do this alone. The more people get involved, the greater the event. To help you brainstorm, we encourage you to take elements from the selection of programs below to curate your own event.

ADULT COLORING
Coloring for adults has exploded in popularity. Provide coloring book pages, or if possible, pages from your special collections/archives as well as crayons or colored pencils. Brand your cover page or signs with the Powered Libraries logo, which you can also provide to participants for coloring.

BOOK CLUB WITH A THEATRICAL TWIST
Combine your passion of reading and theater with Page to Stage! Participants in the book club can read and discuss literary works related to two theatre productions in your community or school; attend a production or final dress rehearsal; and get the inside scoop from the actors and local dignitaries at a private reception.

ELECTRIC CAR EVENT
Invite area car dealers to show off their latest models; private car owners to bring in their powered-up vehicles; and other vendors that market renewable and alternative energy. Add an educational component and provide science demos (featuring renewable energy) to kids and families. The program will turn your library into a space for energy and science while showcasing cars of the future.
LIBRARY SCAVENGER HUNT
Create a scavenger hunt that focuses on the innovative and unique services you offer. Develop a self-guided tour that allows patrons to search databases, download ebooks, etc. Provide a small checklist for participants to search the library for large puzzle-piece-shaped markers throughout the library identifying various collections and areas. Library users of all ages will leave knowing more about the services available at the library.

LIGHTNING TALKS EVENT
(Academic Event)
Graduate students and/or faculty showcase their research in a short, 10-minute presentation. The event can be discipline or subject-area specific, such as Social Science Lightning Talks or Engineering Lightning Talks. Encourage Q&A and discussion at the end of the presentations.

MEET THE EXPERTS
Similar to other Human Library projects, this program involves inviting members of your community to the library to talk and meet with library customers. For Power Up at Your Library Week, consider a “Meet the Experts” program that showcases individuals in your communities working in the science and technology fields or who are involved in other innovative careers. Patrons can learn about new innovations, skills or jobs in a casual come-and-go style, without any formal presentations. Is there a rocket scientist in your midst? A brain surgeon with a few hours to spare? The variety of individuals you could invite is truly endless!

Minecraft for Teens
Invite young adults ages 11-18 to meet up, mine and craft together and share tips. The two-hour program would include several library staff/community volunteers with Minecraft experience. The location should be either a computer lab or teen room that has at least eight computers. There should be plenty of comfortable seating and it would be helpful also to provide seating for participants who bring their own devices. Following the program you can hand out information about what items teens can check out from the library to enjoy their own Minecraft experiences.

Original Readings
(Academic and High School Libraries)
Partner with students and faculty of the English/Creative Writing department to read from their original works. Serve tea and refreshments or make it a potluck.

Photography 101
Partner with local photographers, if possible, to host two different photography sessions. One will focus on how to take photos. If you have photographic equipment to check out, that’s even better. The other program will focus on what to do with the photos once they’ve been taken. This could include taking them off the camera, using scrapbooking software or just performing basic printing. These programs should each last about two hours and in addition to the photography partners, several tech-savvy library staff can also be on hand. The first program can take place outside the library; however, the second should take place in the computer/technology lab.
PODCAST EVENTS
Podcasts have infiltrated our daily lives. Partner with a digital expert to host your own podcast. Is your neighborhood going through gentrification or a form of evolution? Bring in community leaders and members to discuss the effects of growth in your town. Are there governmental changes in your college or university? Invite partisan spokespeople to debate and share insight into the institution’s changes and record the conversation. Does your school host visiting or touring authors? Start a “Five Questions with [Author/Illustrator]” podcast led by you and/or your students.

POKÉMON GO PROGRAM
If your library is near a PokéStop, try to drop a lure to attract Pokémon fans to the library for 30 minutes. Incorporate a walking tour of each of the nearby landmarks that are PokéStops, making the program slightly informational, but mostly fun. Follow up the program with a Pokémon-themed craft afterward. You can create a different craft for each of the teams and consider adding themed refreshments to the mix! Hint: If you aren’t familiar with the Pokémon Go phenomenon, check out http://qz.com/731057/the-ultimate-guide-to-pokemon-go/ or http://www.imore.com/pokemon-go

POWERED PINTEREST
Offer a date-night Pinterest Class to create decorative lamps using interesting bottles and lamp kits. You can provide the kits and lampshades or you can encourage couples to find their own lampshades with their decor in mind. The couples have fun learning how to assemble the kit and they also learn how to drill a hole into the bottle using a drill press. The specific instructions can be found on the Internet.

SCIENCE, TECHNOLOGY, ENGINEERING, ART AND MATH (STEAM) PROGRAM
If the budget allows your team to hire outside presenters, consider adding a STEAM presenter to your existing mix of visiting authors, storytellers and other performers. Check the Internet for presenters in your region. You can also reach out to science and technology educators or homeschool associations who may have contacts for potential STEAM presenters.

SENIOR CONNECTIONS
Invite teen volunteers to work with assisted-living residents to teach them how to set up social media accounts to connect with friends and family, and how to access free entertainment, such as Hoopla, eBooks and eAudiobooks through tablets and other devices.

TECH PETTING ZOO
Host a “Petting Zoo” of electronic equipment and digital services at your library. Library patrons will have the opportunity to handle and learn how to use new technology. Knowledgeable staff and/or volunteers also can show customers how to use library apps on smartphones or renew their books online with mobile devices.

WHOSE LINE IS IT?
Have students learn to be better listeners and communicators with improv in the library. Partner with a local or community group to host an event that brings movement and spontaneity to the library. This program is great for theater students who are in the middle of finals or midterms, but can also work for community gatherings at the public library.
MAKERSPACE IN A BOX
Remember doing the rounds of learning centers as a kid? This program uses the same concept to introduce children, preteens and teens to hands-on maker activities that promote team building and STEAM skills. Create your own kit using items you already have or include some of the contents below to get started. The portability of this program makes it ideal for any type of library to share resources and host makerspace activities without a dedicated space for that purpose. Try not to use all items at once as rotating activities over time helps keep the makerspace fresh for repeat attendees. It will make a big difference to the portability of your makerspace by using a very large, sturdy box—preferably on wheels—to hold all of your maker kit items. Simply put out a variety of activities in different areas of your space and let the learning and fun begin!

MAKER KIT ITEM IDEAS:

**Racing Ramps**
Build roller coaster-style ramps for racing marbles through or on top of pool noodles. Noodles can be cut in half or altered in a variety of ways and tested for speed, distance, impressive tricks and more!

- 4 swimming pool noodles
- Box of assorted sized marbles
- 2 rolls of duct tape

**Knitting Made Easy**
This craft is similar to the finger weave technique. Looms can be snapped together for wider scarfs and other designs. For fun ideas visit: http://www.knittingboard.com/zippy-loom/

- 8 skeins of multicolored yarn
- 3 Zippy Yarn Looms

**Squishy Circuits**
This kit is surprisingly fun and easy, even for very young children. Save time by using store-bought Play-Doh as insulated dough in addition to making your own conductive dough ahead of time. A great resource is the University of St. Thomas Squishy Circuits website: http://courseweb.stthomas.edu/apthomas/SquishyCircuits/?utm_source=ustredirect&utm_medium=Moved&utm_campaign=SquishyCircuits

**Machine Lego Kits**
Make this craft reusable by having participants disassemble the kits when done. Consider having extra Lego blocks handy for part replacements or for enhancing and personalizing designs.

- 2 Simple Machine Lego Kits with 2 sets of books
- 1-20 sets of Cubelets

Cubelets are modular robotics that can be combined and built to perform various functions. Participants can even combine Cubelets with Legos. Sets can be purchased on Amazon.com or more information can be found at: http://www.modrobotics.com/cubelets/
**Simple Jewelry Craft**
Get crafty making bracelets or other jewelry items and more: [https://www.rainbowloom.com/](https://www.rainbowloom.com/)

4 Rainbow Looms  
Box of assorted colored elastics for Rainbow Loom

**Electric Circuits**

**Electronic Building Blocks**
This activity is for budding inventors. Kits are available at [http://littlebits.cc/](http://littlebits.cc/)

1 Little Bits Base Kit  
1 Little Bits Premium Kit  
1 Little Bits Steam Student Kit

Some of the kits above can be enhanced with miscellaneous household items like scissors, paper clips, paper rolls, etc. Ideas are shared on the product websites and in many cases on the instruction guides for the kits as well.

Get creative and make your maker kit your own!  
Plan to reuse everything in the main kit and replace consumable extras as you go. *Have fun!*

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**INNOVATIVE**
**CREATIVITY**
**INSPIRATION**
**CONNECTIVITY**
**RESEARCH**
**TECHNOLOGY**
**COMMUNITY**

www.poweredlibraries.org
**Promote your event to local media and decision makers**
The toolkit provides a sample press release to help you get started. You can also use program ideas to involve decision makers.

**Hand out giveaways with event information on them**
Dispense candy with event details attached to each piece or bookmarks with the event details placed in each book patrons check out.

**Create a Facebook Event so everyone in the community knows they are invited**
Post regularly to keep your fun and exciting event on everyone’s mind. If you’re looking for ideas on what to post, consider behind-the-scenes prep work or quote-pictures related to the event.

**Use a social media teaser**
Promote early with a teaser on any social media platform. Post a close-up picture of something important related to the event and ask users to guess what it is or release the date and time of the event and ask your followers what they think it will be.

**Host a contest tie-in**
Can you make part of the event a contest? A contest helps with word-of-mouth and gives you good content to post on social media.

**Brainstorm a hashtag for your event**
These are great for Twitter promotions but can be used on any social media platform, e.g. #eventname, #poweredlibraries

**Post a video on your YouTube channel and share it on Facebook and Twitter**
A video clip of your event speaker or of patrons talking about how excited they are for the event are good options. And remember: short videos get the most traction!

**Produce posters**
You can put them up all over your library and you can also ask your community partners to display them. Try posting images of the posters online and ask others to share them.

**Create a poll**
Post a Facebook Poll online and have print copies in the library asking patrons if they are coming and what they are excited about, then post the results as an infographic to encourage more people to come.

**Talk it up!**
Make sure everyone who works at the library knows about the event and is spreading the word. Whenever someone stops by the desk, make it a point to mention what is happening, and make sure there are handouts with event details to give to people who seem interested.

**Ask for help**
Ask a decision maker or influential stakeholder to write a letter to your newspaper and other media outlets. (See page 10 for Sample Letter.)

**Proclaim it!**
Ask your local governing board to approve a resolution in honor of your library. We have provided language for you to use on page 11.

**Kick it off with a celebrity!**
Ask a local or state dignitary to kick off the event with a ribbon cutting ceremony, speech, etc.
Library Program Promotes Community, Collaboration, Innovation

TExAS TOWn -- From October 1-7, 2017, the [Name] library will join libraries across the state to host a Power Up at Your Library Week (Power Up Week) event. It’s all part of the Powered Libraries campaign, which seeks to broaden the awareness of innovative library services to the public.

Our “[name of program]” features [description of program]. All [name of library] [type of patrons served] are encouraged to stop by and participate in this community event, which will help promote the innovation, leadership and technology-centered work being accomplished at the [name of library] and in libraries around the state.

[Paragraph detailing program].

“We really want this event to help the [Town or Library Name] community get charged up about their library,” said [Name and Title of the Spokesperson]. “The library offers so many powerful ways to help our users thrive, and we want to show them off.”

“[Name of Program]” will be held at the [library location and time]. To see a complete schedule of all our events, please visit [URL of library website].

If you’d like to learn more about the “Ideas Powered: It’s What We Do” initiative, which was launched by the Texas Library Association in early 2016, please visit www.poweredlibraries.org.
Sample Letter to Decision-Maker or Stakeholder

[Letterhead/Logo]

Addressee
Address
City, State, Zip

RE: Proposed Proclamation

Dear (Name),

On behalf of the [__________________] Library, I am requesting that October 1-7, 2017 be proclaimed Power Up at Your Library Week (Power Up Week). The [__________________] Library in partnership with librarians and libraries across the state has developed a campaign to bring awareness to the educational resources at Texas libraries and to promote innovation.

School, public and university libraries throughout our state serve millions of Texans. Libraries support learning, business and entrepreneurship, innovation, workforce development and much more. With this proclamation, we will work with the librarians throughout the state to encourage people to visit their libraries and develop ideas that will help them succeed in school, business and their community. Our goal is to encourage a love of learning and support for that great American and Texan institution: libraries.

Please let me know if you have any questions or if I might be of any assistance. Thank you, in advance, for your kind consideration of this request. Please also accept the deep thanks of the [__________________] Library for your service and your longstanding support of education in our great state.

Most Respectfully Yours,

Signature
Name
Title
Draft Resolution: In Celebration of Power Up at Your Week

Whereas, Texas libraries serve the people of Texas and help support the incredible innovation and creativity that is a natural Texas asset to the people of our state; and

Whereas, Texas school, public, and university libraries serve millions of Texans and promote learning, business and entrepreneurship, innovation, workforce development and much more; and

Whereas, the [name constituent group: people, students, faculty, entrepreneurs] of the [name of your library] have to the potential to transform lives; and

Whereas, libraries are places where the creation and cultivation of ideas happen and people are encouraged to make big dreams a reality; and

Whereas, libraries are a resource for economic vitality and education in today’s ever-changing, fast-paced digital environment; and

Whereas, the [name your library] serves [#] of [target audience] through [list key services and programs]; and

Whereas, the [name your library] has achieved [name a great achievement of your library has attained]; and

Whereas, the [governing body – i.e., county commission, school board, faculty senate, etc.] support wholeheartedly the goals of education and opportunity; now, therefore be it

Resolved, that the [governing body] proclaims October 1-7, 2017 as Power Up at Your Library Week and encourages all of the [students, people, etc. fill in] of [name jurisdiction – i.e., ISD, city, county, college or university] to visit the library and participate by exploring a personal area of curiosity and innovation.
1. What is the name of your library, i.e., campus name, branch name or building name?
_____________________________________________________________________

2. What type of library is it?
   ___ school library (K-12 school campus)
   ___ public library
   ___ college or university library
   ___ Other (please specify) ________________________________________________

3. Please provide the name of your library’s administration, i.e., your school district’s name; college or university’s name; or public system’s library name.
_____________________________________________________________________

4. In what Texas city is your library located?
_____________________________________________________________________

5. List all resources and services you use at your library.
   ___ Information resources - books (ebooks or print), digital journals, newspapers, audio and visual materials
   ___ Computers, other technology tools or the Internet
   ___ Library programs such as storytime, book clubs, job searching, lectures or exhibits
   ___ Reference support from library staff or any form of help from library staff
   ___ Meeting rooms and study space
   ___ Other (please specify)

6. Why do you use the library? Check all that apply.
   ___ To complete homework assignments and coursework requirements
   ___ To research topics for my business or business interest
   ___ To learn about health issues
   ___ To find a job or develop job skills
   ___ To learn about legal or financial actions, such as preparing wills, researching investments, etc.
   ___ To complete tax forms
   ___ To participate in hands-on labs, such as robotics or makerspace programs
   ___ To develop a product
   ___ To learn a hobby or support recreational activities
   ___ To read and learn for pleasure
   ___ To learn new skills to help me get ahead in school or work
   ___ To meet up with other people interested in similar activities
   ___ To use computers and have access to a fast Internet connection
   ___ Other (please specify) ________________________________________________
7. Tell us how you rate the following statement: My library is important to me.

___ Strongly Agree  ___ Agree  ___ Mostly Agree  ___ Somewhat Agree  ___ Disagree

8. What would you say to local leaders about support for your library?

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<tr>
<th>The library needs to offer more programs.</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Mostly Agree</th>
<th>Somewhat Agree</th>
<th>Strongly Agree</th>
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<tr>
<td>The library needs to have more computers and technology available.</td>
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<td>The library needs more staff to increase programs, hours and services.</td>
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<td>The library needs additional physical space.</td>
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<tr>
<td>The library needs additional financial support.</td>
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9. Please share with us how the library has helped you and has made an impact on your life.

Thank you for taking a few minutes to share your thoughts about your library. We value your input and thank you for being a member of the community of reading and learning enthusiasts in our state. This survey is conducted by the Texas Library Association (www.txla.org) for the purpose of better understanding how libraries serve Texans today.

The original survey can be found online at https://www.surveymonkey.com/r/poweredlibraries
A formal proclamation from Texas Governor Greg Abbott declares October 1-7, 2017 as Power Up at Your Library Week and all Texas libraries are invited to participate in this initiative to help promote technology, innovation and creativity in their communities. This is an opportunity for school, academic, public and special libraries to showcase their diverse range of programs and offerings, including activities supporting STEAM-based learning, business and entrepreneurship, workforce development and much more.
About Texas Library Association
The Texas Library Association (TLA) was established in 1902 to promote, support and improve library services in Texas. Now more than a century old, TLA is the largest state library association in the U.S. Its 7,000+ members are employed in all types of libraries: academic, public, school and special. For more information visit www.txla.org

Learn More About Innovative Programming

Online Resources
“All Things Steam” from The Show Me Librarian Blog
http://showmelibrarian.blogspot.com/p/all-things-steam.html

Journal of Library Innovation
http://www.libraryinnovation.org/

Makerspaces in Libraries
http://oedb.org/ilibrarian/a-librarians-guide-to-makerspaces/

Powered Libraries Survey
https://www.surveymonkey.com/r/poweredlibraries

Renovated Learning Makerspace Resources
http://renovatedlearning.com/makerspace-resources/

STEAM and Makerspaces on Pinterest
https://www.pinterest.com/cari_young/library-makerspaces/

Upstart Innovative Programming Award
http://www.txla.org/Upstart

Print Resources
Power Up Week, October 1-7, 2017
Celebrating the Statewide Library Campaign: Ideas Powered – It’s What We Do

- Libraries are places where the creation and cultivation of ideas happen.
- The people of Texas are encouraged to dream big, visit their libraries, and make their goals a reality.
- Ideas Powered campaign emphasizes the role of Texas libraries in supporting the demands of a vital Texas population.
- Texas libraries are a resource for economic vitality and education in today’s ever-changing, fast-paced digital environment.
- Libraries are essential to the creation and sharing of ideas in the community
- Libraries are forward-thinking, technology-driven institutions, more vital today than ever before
- What libraries do reflects a truly diverse field of information work, representative of the variety and scope of libraries and librarians in the state.

About Texas Libraries
Texas libraries reach the vast majority of people in our state: 24 million people are served by Texas public libraries; over 5 million k-12 students and 1 million teachers, administrators and support staff are supported through our k-12 school libraries; almost 2 million students and faculty in Texas institutions of higher education benefit from our research libraries; and of course all of the businesses, entrepreneurs, non-profit groups (such as literacy coalitions) and researchers and historians who rely on Texas libraries and the resources they make available to the public.

About the Texas Library Association
The Texas Library Association is the largest state library association in the U.S. With approximately 7,000 members employed in all types of libraries, TLA represents the needs of a diverse library and information services community. TLA was established in 1902 to promote, support, and improve library services in Texas. TLA offers a wide range of services, including support for literacy efforts, continuing education, research, and public relations.

See: www.txla.org
IMPORTANT DATES

TLA Annual Conference | April 19 – 22, 2017
Children’s Day/Book Day or El día de los niños/El día de los libros | April 30, 2017
National Children’s Book Week | May 1 – 7, 2017
Library Card Sign-up Month | September 2017
Banned Books Week | September 24 - 30, 2017
Banned Websites Awareness Day | September 27, 2017
Power Up at Your Library Week (Power Up Week) | October 1-7, 2017
Teen Read Week | October 2017
International Games Day | October 29 - November 4, 2017
Teen Tech Week | March 4 - 10, 2018
National Library Week | April 8-14, 2018
TLA Annual Conference | April 10 - 13, 2018

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Share your ideas and stories year-round by contacting us.
We will spotlight your event on our website,
www.poweredlibraries.org
MAKER SPACE
MARBLE RUNS!

Wii like to play
with U!
All ages will gaming
every Saturday!

I MADE THIS
OUT OF
CAJAS DE
CARÁTON!

IDEAS POWERED
IT'S WHAT WE DO
#poweredlibraries