

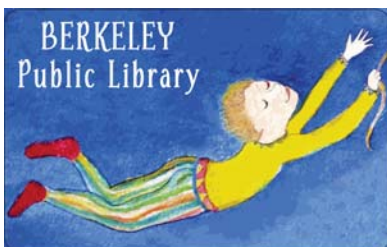
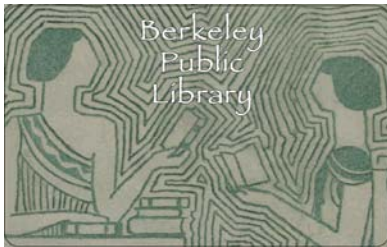


News Release
September 18, 2007
Berkeley, California

Contact: Alan Bern
Community Relations Librarian
510-981-6107

**Berkeley Public Library Begins *YourLibraryCard*
For Library Card Sign-up Month, September 2007**

(Berkeley, California) – **September is Library Card Sign-up Month**, and the Berkeley Public Library wants to make sure that you and your child are among the two-thirds of Americans that carry the most important card of all – a library card. Sign up in September for a Berkeley Public Library card (or replace your card) with a brand new design – it's *YourLibraryCard*, and you choose!



Studies show that children who are read to in the home and who use the library perform better in school and are more likely to continue to use the library as a source of lifetime learning.

“A library card has always been the most important school supply of all,” says Director of Library Services, Donna Corbeil. “Kids can come to the library to get homework help and check out books, but they can also check out free music, DVDs, and use the Internet to make after school life a little more fun. There’s a lot happening at the Berkeley Public Library.”

A recent study by the American Library Association also showed that families use libraries to spend time together. Forty-four percent of survey respondents report taking their children to the library for this reason.

Activities at the Berkeley Public Library during Library Card Sign-up Month, September 2007, will include a chance for you to get your first card or one for your child, AND to have a choice of what design you like best, *YourLibraryCard*. Library cards are free for those signing up for the first time, and they cost one dollar for replacement cards. New card designs will be available by mid-September. Library Card Sign-up Month began in 1987.

There will several fun activities around the launching of our *YourLibraryCard* program, including:

- ✓ A contest to guess the number of cards in the fishbowl.
- ✓ Another contest to see who has the card from a library furthest away from Berkeley.
- ✓ A surprise activity in the works.

There will also be great programs during Library Card Sign-Up Month, including Banned Books programs, the continuation of Wi-Fi installation at all our branches, Central Cinema’s *Seasonal Stories* on Fridays at 3:30 at Central Library. Watch out, too, for our new “Banned Books Week” booklist called “Who’s Afraid of Mother Goose?” from our Children’s Library.

For more information on how you can sign up for your library card, visit the Berkeley Public Library, call 510-981-6100, 510-548-1240 (TTY) or see the library’s Web site at www.berkeleypubliclibrary.org.

#####