For immediate release

[Date]

Contact: [name, title, phone number]

[Name of library] joins nation al Libraries Transform campaign

[Insert name of town] – Today, [name of library] is excited to announce that it has joined the Libraries Transform campaign.

Libraries Transform is a public awareness and advocacy campaign which speaks to what today’s libraries and librarians do for and with people, rather than simply what they have. The goal of the campaign is help libraries and librarians speak with a unified voice about the value of today’s libraries, while also raising awareness for what modern libraries are about.

“The [name of library] is more than a quiet place to study and check out books,” said [name of spokesperson and title]. “Whether it is Internet access for low-income families, job training and resumé writing workshops for the unemployed, or science, technology, engineering, arts and mathematics (STEAM) programs to engage the next generation, our library is a modern community center that provides for the needs of every member of our community. It is a place where lives are transformed every day.”

Some of the programs currently available at the [name of library] include [list programs and/or resources and website].

To date more than 2,700 public, school, academic and special libraries all across the country and around the world have joined the campaign.

Libraries Transform provides libraries with clear messaging through the use of it toolkit and thought provoking “because” statements. Statements include:

* “Because not everything on the Internet is true,”
* “Because txt r fine, but srsly, ppl also need 3 c real sentences,” and
* “Because students can’t afford scholarly journals on a ramen noodle budget.”

To learn more about Libraries Transform, visit librariestransform.org.

The Libraries Transform Campaign, an initiative of the American Library Association (ALA), is designed to increase public awareness of the value, impact and services provided by libraries and library professionals. The campaign showcases the transformative nature of today’s libraries and elevates the critical role libraries play in the digital age.

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