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For Immediate Release

Library Card Sign Up Month - How Libraries Stack Up

Rapid City, S.D. – Aug. 31, 2010 – Did you know that more public libraries, nationwide, have free WiFi than Starbucks and Borders combined? Did you also know that every year more people visit a public library (1.4 billion) than go to a movie theater? Did you know that since the recession hit in 2007 library use has steadily increased and that 217 million Americans agree or strongly agree that the public library improves the quality of life in their community?

That is why September is the perfect time to remember why it is so important to have and use your public library card. September is National Library Card Sign-Up Month and for library card holders that means scores of resources and services to use as well as deals around town and a chance to win prizes at the library! The Rapid City Public Library has several incentives to encourage people in the community to sign up for a library card, renew their library card and to show their library card off around town.

During the month of September people who sign up for or renew a library card will be entered in a prize drawing. This year's grand prize is a refurbished iBook donated by Computer Village! Other prizes include: tickets to the Black Hills Community Theater productions of "Always, Patsy Cline," "A Christmas Carol," or "Almost, Maine"; a membership to the Dahl and tickets to The Goods; tickets to a Rapid City Rush hockey game; tickets to the Elks Theater; a basket of books from the Library; passes to The Journey Museum; or a bike from the Yellow Bike Program.

Several local businesses will also be partnering with the library to offer library card holders discounts and special offers for showing their card. Small business owners, nationwide, access and utilize public library resources 2.8 million times every month to help support their business ventures (OCLC, 2010).

Show your library card at these participating businesses: Buffalo Wings and Rings for \$1 off any express lunch; Bully Blends for 10 percent off Fair Trade bulk coffee or loose tea; Paws & Mt. Rushmore Birds for 10 percent off most items; Museum of Geology for 10 percent off at the museum store; Perk It Up at the Library for 10 percent off a 12 oz. or 16 oz. hot drink; and Philly Teds for \$1 off your purchase.

Libraries play a vital role in our community. According to the Center for Library and Information Innovation 85.2 percent of South Dakotans looking for employment utilize a public library for resources and 69.1 percent utilize a public library to apply for jobs online. The American Library Association's "State of American Libraries" found that:

More than 223 million Americans feel that because it provides free access to materials and resources, the public library plays an important role in giving everyone a chance to succeed.

Rapid City and Pennington County residents can obtain a new library card or renew a library card at the downtown library located at 610 Quincy St. or the north library located at 10 Van Buren St. Applicants should bring proof of address such as a utility bill or bank statement. People residing outside of Pennington County may also get a card by paying a non-resident fee. For additional information on obtaining a library card, visit www.rapidcitylibrary.org.

Across the nation, libraries will be promoting library card sign up month with the slogan "The Smartest Card: Get It, Use It, @ Your Library!" It's the smartest card for a lot of reasons. It provides to a wide spectrum of reliable information resources, and for the value it provides to every card holder. When people can borrow rather than buy books and movies, download audiobooks and eBooks, and take advantage of a wide variety of programs and events for every age group, that makes their library card a valuable asset. To see what a library card can do for you, visit www.rapidcitylibrary.org/September.

For more information on how libraries affect your life, check out http://www.oclc.org/reports/pdfs/214109usf_how_libraries_stack_up.pdf and "The State of the American Library Report" released this year from the American Library Association.

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The Rapid City Public Library has served the Rapid City area since 1879, and now has two locations, the downtown library at 610 Quincy Street and the north library within General Beadle Elementary School at 10 Van Buren St. Both offer print and electronic resources for adults, young adults and children as well as computers and Internet access and a variety of programs and events. In March 2008, USA Today named the Rapid City Public Library's downtown library as one of the nation's 10 greatest places to "Find a Nook and Read a Book."

Find video footage of RCPL events at: <http://www.youtube.com/user/rapidcitylibrary>

Find photos of RCPL events at: <http://www.flickr.com/photos/rcpl/>