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**For Immediate Release**

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**Library Hits Stellar Milestone of 1 Million Circulations in 2009**

**Rapid City, S.D. – February 1, 2010** – The Rapid City Public Library hit a milestone of 1 million circulations in 2009. That figure represents use of 1 million books, online databases, AV materials and information link hits. Whether patrons walk through the front doors or reach us by phone, instant message or tweet, the Rapid City Public Library connects and guides them through the wide variety of information available online and in print.

“This growing trend helps to realize the library’s goal of being an online as well as physical resource to the community,” stated Library Director Greta Chapman, “as well as focusing on new and emerging technologies to help patrons with their information needs.”

The Rapid City Public Library is not alone in this trend. Libraries all over the nation are plugging into new ways of engaging with patrons and offering services. For many library users the library *is* virtual and they may engage with the library exclusively via online services. The library provides them access to reliable and authentic information in an online world full of unknowns. Librarians also help them unravel a tangle of websites to find information that is useful and reliable.

The Library Research Service, a unit of the Colorado State Library and the Colorado Department of Education in cooperation with the University of Denver that reports on national library statistics, found that:

For the most part, public libraries in the United States have been relatively slow to adopt the more interactive Web 2.0 technologies. In fact, as a whole, public libraries have been rather slow in adopting even the most basic web technologies. Just over four in five (82 percent) public libraries in the country had a web presence, and just over half (56 percent) offered online account access to their patrons...Less than a third of public libraries in the United States offered any of the following that Library Research Service staff could locate: a blog, e-mail reference, or chat reference.\*

While other libraries have been slow to adapt to the Internet, the Rapid City Public Library has embraced these emerging technologies. Of the seven web technologies listed by the study the Rapid City Public Library is currently engaged in each category. From websites to online catalogs; blogs to RSS feeds; eNewsletters to virtual reference, social networking sites and wikis, the Rapid City Public Library offers a strong web presence. Based on information in the study, the Rapid City Public Library is on par with libraries in areas of populations 500,000 and higher.

According to the Library Research Service, libraries that embrace these new technologies will see "more visits, circulation, reference transactions, and programming use, as well as more audio and visual materials." The reason is simple: The Library is a vital and viable resource that grows with the community. As the community becomes more web-savvy so does the Rapid City Public Library. Reaching the 1 million mark for circulations validates RCPL's effectiveness in reaching and meeting the needs of in-person and virtual library users.

So the future of libraries is a simple equation: (Books and Online materials + People + Trust) x Participation = 1 million circulations.

*\*For more information on nation-wide library statistics please reference the following site:  
[http://www.lrs.org/documents/closer\\_look/WebTech\\_2008\\_Closer\\_Look.pdf](http://www.lrs.org/documents/closer_look/WebTech_2008_Closer_Look.pdf).*

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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/>*