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*Library Card Sign-Up Month 2024 — Sample Press Release*

# Become Even Cooler, Get a Library Card this September

Libraries have free resources to build literacy, start a business, discover family history, visit state parks, and so much more. Get it all with a free library card.

For immediate release **[Date]**
Contact: **[Name, title, email, phone number]**

**([CITY], CA)** — The coolest Californians have library cards. If you’ve yet to join the cool crowd, September is the time to do it.

Every September, **[name of library]** joins with libraries throughout California and the country to remind everyone that the valuable card around is a public library card.

What other card — free or for-pay — offers 24-hour-a-day access to opportunity. California public libraries deliver more than 309,000 programs annually in 1,127 libraries across the state. Borrow books, eBooks, audiobooks and movies. Get homework help. Learn new skills. Attend a book club or story time. A library card helps everyone do more of what they enjoy for free.

“Getting a library card opens a world of endless possibilities,” said **[name of library director]**. “We have fun and entertaining programs for kids, a great environment for after-school studies, language courses, parks passes and so much more. Come check it out in person or go online and sign up for a card today.”

“A library card is a free ticket to everywhere and everything, I can’t believe we need to convince people to go get one,” said California State Librarian Greg Lucas. “You can access all sorts of books, on any subject imaginable, check out movies, games and eBooks. You can sit in your jammies and access online career training and job search tools and dozens of other programs to help you pursue your goals. If you haven’t already, invest in yourself and get a library card.”

You can access all these resources immediately by applying for a library card online **[link to library card signup form]** or by stopping by any of our libraries.

Not convinced? Want to dive into a new hobby? The library can help. Thinking about starting or growing a small business? **[Name of library]** offers internet and technology access, meeting rooms, as well as **[give examples of your library’s resources or programs for entrepreneurs and small business owners]**.

There’s something for everyone at **[library name]**, and signing up for a free library card is the only cost of admission.

Library cards are also good for the economy.

Parents, students, small business owners, and the public benefit from free resources such as technology courses; language courses, GED test prep, and help obtaining occupational certification and job skills training. To say nothing of finding out how to save money, boost profit, build a business or market a new product.

**[Name of library]**, along with libraries everywhere, is staffed by trained, knowledgeable workers who can connect you to trusted information.

Again, just go here **[add URL]** and give yourself the gift of a library card.

**[Add boilerplate description for your library.]**