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New Library Cards Offer Customer Inspired Slogans

Hartford, Connecticut (March 12, 2012) — Hartford Public Library announced today the release of its newly redesigned Library cards.

Through the use of Facebook and Twitter, the Library invited people to submit ideas for slogans to be used on the new Library cards.

Customers now have the opportunity to choose from cards that read, *Show Me Your Card, I'll Show You Mine; No Brain, No Gain; Anything is Possible With This Card; I Found My Place Like No Other; This Card Makes Me Smart*, and *Use This Card Until it Falls Apart*. The cards were created in fuchsia, yellow and green, using the colors in the library's new logo that debuted nearly one year ago. Children under the age of 14 will get a card designed just for them, *Born to Read*. The cards are offered in wallet size and as key chains.

"Reading is the key to developing the 21st century skills we all need to survive and prosper in our world," said Matt Poland, Hartford Public Library's chief executive officer. "And these new cards also illustrate that we can have fun while we learn."

The Library also created a marketing campaign for the new library cards using posters to promote education and literacy. Posters will be distributed at the Library's 10 locations and around the City and will feature Hartford's Mayor Pedro E. Segarra, local business owner Judy Young, Governor Dannel P. Malloy and Cathy Malloy First Lady and president and chief executive officer of the Greater Hartford Arts Council, and 18 month old Mila Garcia, one of the library's newest customers.

"Literacy and education are the keys to freedom from every circumstance," Mayor Pedro E. Segarra said. "I'm excited that Hartford Public Library is issuing new library cards that truly reflect the many possibilities our libraries provide."

As part of the new library card kick-off, the Library also announced a photo contest, *Show Us Your New Library Card*. The contest invites customers to submit photos of themselves holding their new Library cards in and around the city of Hartford. Three grand prize winners will be selected and featured in posters. Photos can be submitted via email at read@hplct.org until April 14th.

Jose Rodriguez, a frequent customer of Hartford Public Library said, “The cards are really eye catching. I love the slogans – it was difficult to choose my favorite.”

For more information about the Library and the new cards please visit www.hplct.org.

About Hartford Public Library

The Hartford Public Library traces its roots to 1774. It operates 10 locations in the City of Hartford. The Library receives more than 860,000 visits per year. Services include access to a large collection of materials for reading and research, as well as music and video. Programs provide education, information and enrichment to the people of Hartford in such areas as citizenship training, literacy, business skills and cultural awareness. The mission of Hartford Public Library is to provide free resources that inspire reading, guide learning, and encourage individual exploration.

For more information or to arrange an interview, please contact:

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