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FOR IMMEDIATE RELEASE

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Library Card Sign-up Month Contests and Local Book Character Appearances

Yakima, WA — September is Library Card Sign-up Month, a time when Yakima Valley Libraries (YVL) joins the American Library Association (ALA) and libraries nationwide to remind everyone about the valuable resources available with a library card.

From borrowing books, e-books, and audiobooks, to learning new skills, or attending a book club or story time, a library card helps everyone do more of what they enjoy – all without stretching their budget.

“Public libraries are a truly invaluable community resource, so we’re always excited about the opportunity to really put a spotlight on the many services available at our 16 library locations and through our Bookmobile Service,” said Krystal Corbray, programming librarian. “Library Card Sign-up Month also gives us another chance to remind the public that Yakima Valley Libraries is now fine-free, so anyone who has hesitated to get a library card, or who maybe hasn’t used their card in a while, should really consider getting re-acquainted with your community library.”

To celebrate Library Card Sign-up Month, YVL has teamed up with Yakima Valley Partners for Education (YVPE) to host Houdini the Hamster, a costumed mascot – and YVPE’s official Yakima Valley ‘learning ambassador – throughout the month of September. The Houdini character is based on a real-life classroom pet who was the star of an award-winning picture book written and illustrated by a second-grade class at White Bluffs Elementary school in Richland, WA. The book, titled “Houdini Was,” won the 2010 Scholastic National Challenge, and YVPE has graciously donated more than 2 dozen copies to YVL so that our patrons can enjoy Houdini’s story. This year, as YVL’s Library Card Sign-up Month sidekick, Houdini will learn about the many ways she can use the library and a library card, while also making a few guest appearances on the library’s Bookmobile route on the following dates:

- **Wednesday, September 13** - 10:45 am @ Rainbow Kidz Childcare Center (Union Gap)
- **Thursday, September 14** - 3:15 pm @ Mid-Valley Mall (Sunnyside)
- **Wednesday, September 20** - 4:15 pm @ Kiwanis Park (Yakima)
- **Thursday, September 21** - 12:45 pm @ Ahtanum Berry Patch (Yakima)

In addition to upcoming adventures with Houdini, YVL is also hosting three raffles to celebrate Library Card Sign-up Month, all of which encourage community members to get – or simply enjoy using – a YVL library card.

- **“Get Carded @ the Library” Raffle (18+ years old)**

Through September 30, any adult who signs up for a new library card will have the option of being entered into a raffle to win a library-themed swag bundle.

- **Photo Contest (ages 13+ years old)**

Participants ages 13 and up are invited to participate in an online photo contest by snapping and sharing a photo that shows how they use their library card and/or what makes their library card an ‘elemental’ part of their life.

Entries can be submitted by tagging Yakima Valley Libraries on Facebook (@YakimaValleyLibraries) or Instagram (@YakimaValleyLibraries) with the following hashtags: #YakimaValleyLibraries and #HowILibrary.

Entries are limited to 3 photos per account. Each photo earns one entry into a random raffle to win a library-themed swag bundle. Participants ages 13-17 years old must have parental permission to participate.

- **Kids’ Coloring Contest (ages 4 – 12):**

During the month of September, children and their grown-ups can stop by any community library to get a special Library Card Sign-up Month coloring page featuring this year’s official, ALA-sponsored theme: *A Library Card is ELEMENTAL*.

Completed coloring pages must be returned by September 30, in order to be entered into a random drawing to win one of 18 children’s tote bags, co-sponsored by Yakima Valley Partners for Education and Yakima Valley Libraries.

A total of 18 winners will be randomly selected from the following age groups: 4-6 years old, 7-9 years old, and 10-12 years old. One entry per child.

See this information on our Library News page: www.yvl.org/library-card-sign-up-month-contests-and-activities

Yakima Valley Libraries supports lifelong learning and an informed citizenry by providing free, open, and full access to a vast array of ideas and information. Visit www.yvl.org for more information.

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