

## Media Release

For Immediate Release:

### **EPL library cards remain free**

**Sign up or renew memberships for a chance to win airfare for two to Europe via Iceland**

For immediate release:

**EDMONTON, AB, March 13, 2014** – The Edmonton Public Library’s Centennial has come to an end, but Edmontonians will continue to reap the benefits of free library cards.

EPL is thrilled to announce [library cards will remain free](#) as it enters its 101<sup>st</sup> year, ensuring all Edmontonians have access to the library’s incredible resources, programs and services. After charging for memberships from 1994 to 2013, EPL announced a year’s worth of free library cards to kick off Centennial celebrations on March 13, 2013.

“A library card is a ticket to opportunity, a pass to learning and a key to discovery,” said Ellen Calabrese-Amrhein, EPL Board Chair. “EPL strives for accessibility, and is very excited to keep its founders’ ideals going strong with continued free library cards for all.”

Alberta and parts of Quebec are the only jurisdictions in the country to charge for library cards, and by continuing to offer free ones, EPL is delighted to be one of the last truly public spaces in every sense – open and free to all.

Any Edmontonian who registers for or renews a library card between today and June 1, 2014 will be entered to win airfare for two to Europe via Iceland, courtesy Iceland Air and the Edmonton International Airport.

Today’s announcement comes on EPL Day, which will serve as Customer Appreciation Day every March 13 moving forward, acknowledging customers and thanking them for their patronage and support.

“We couldn’t do what we do at EPL without the support and love of our customers,” said Linda Cook, EPL Chief Executive Officer. “We’ve had a tremendous year celebrating 100 years of public libraries in Edmonton, and there is no better way to thank our customers than with free library cards.”

EPL Day celebrations are taking place at every branch across the city today. The fun includes membership drives and all day programming, as well as cake and refreshments starting at 3 p.m. (while supplies last). For more information, visit <http://www.epl.ca/eplday>.

**Spread the words.**

**About the Edmonton Public Library**

From March 2013 to March 2014, the Edmonton Public Library (EPL) is celebrating 100 years of service to our great city. We've come a long way since 1913 when books were all you could find on our shelves... and we're just getting started! Today EPL carries everything you care about. We are Edmonton's largest lender of all manner of information and entertainment. Our professionally trained staff take you beyond Google with the knowledge, discernment and desire to help you navigate a universe of information. The second most visited place in Edmonton, every year we host over 14 million in-branch and online visits across our 17 branches and website. We deliver our incredible content to you everywhere – in the library, at home or on your handheld device. Unmatched access and unrivalled value – that is today's EPL. EPL is a registered charity and relies on donations to enhance services. Spread the words. [www.epl.ca/donate](http://www.epl.ca/donate).

**For more information, contact**

Heather McIntyre  
Marketing Communications Specialist  
Edmonton Public Library  
780-496-7055  
[hmcintyre@epl.ca](mailto:hmcintyre@epl.ca)

**Spread the words.**