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## FOR IMMEDIATE RELEASE

# Carnegie Library of Pittsburgh Launches New & Improved Donor Plus Program

*National Library Week (April 11-17) reminds customers to support their library*

**(PITTSBURGH, PA – April 12, 2010)** To provide an easy way for community members to support their library, Carnegie Library of Pittsburgh is relaunching its successful Donor Plus library card program. The purpose of the program is to help generate sustainable annual funding for critical library services.

In 2009, the Donor Plus program raised nearly \$60,000 to support additional materials, hours of service, job-search assistance and computer and Internet access. The Library is relaunching the fundraising initiative during National Library Week (April 11-17), a time to celebrate the contributions of libraries, librarians and library workers and to recognize the crucial need for Library funding.

“The public has a powerful connection to the Library and feels strongly about preserving service,” said Charla Irwin-Buncher, Annual Giving Manager. “We have heard from our community that they want the opportunity to show their support. The Donor Plus program is one way people can invest in their Library.”

Donor Plus card donations are tax deductible to the fullest extent allowed by law and help Carnegie Library of Pittsburgh offset increasing operating costs. The Donor Plus card - \$30 for individuals and \$50 for a family card - is available at all Carnegie Library of Pittsburgh locations.

Donor Plus has all the benefits of a free classic library card with a few extra incentives, including:

- A unique library card featuring the Pittsburgh skyline designed by graffiti artist Ramon Treviño.
- Invitations to attend special events that highlight the services, history and impact of Carnegie Library of Pittsburgh.
- Subscription to the Library's *New and Featured* monthly e-newsletter containing information on events and programs at CLP - Main.
- Subscription to *CLP Staff Picks* e-newsletter featuring the Library's monthly collection spotlight and reading suggestions from Carnegie Library of Pittsburgh's team of librarians.
- A 20% discount at the more than 25 area Crazy Mocha Coffee Company locations including CLP - Main.
- Home delivery of the *New Chapter* newsletter featuring Carnegie Library of Pittsburgh news, events and happenings.
- Advance notice of a customer's Donor Plus Card expiration.

The Library's current funding situation is still critical at both state and local levels. A 10-member Public Private Task Force comprised of public officials and community members will begin to explore alternative funding models and sources of funding to sustain the Carnegie Library of Pittsburgh system. The Library is also beginning an engagement process with community residents and leaders to share ideas about the future funding and services.

Community members interested in learning more about Carnegie Library of Pittsburgh and how they can help protect Pittsburgh's library system may view information online at [www.carnegielibrary.org](http://www.carnegielibrary.org).

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## **About Carnegie Library of Pittsburgh**

*Engaging our Community in Literacy and Learning*

Carnegie Library of Pittsburgh contributes to the educational attainment, economic development, and cultural enrichment of the region. Through critical services such as early learning programs for children, job search assistance and computer and Internet access, the Library fosters lifelong learning and is a renowned leader among the nation's libraries. With more than 2 million visitors and 3.5 million items borrowed each year, Carnegie Library of Pittsburgh is the region's most visited asset and one of the largest public libraries in Pennsylvania. Established in 1895 by philanthropist Andrew Carnegie as a public trust to be funded by the community, the Library derives approximately 90% of its annual operating budget from public or government sources, including the Allegheny County Regional Asset District (RAD), the Commonwealth of Pennsylvania and the City of Pittsburgh.