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For Immediate Release

Ready, Set, Read!

Winter Read-a-Thon to help raise money for Carnegie Library of Pittsburgh

(PITTSBURGH, PA – December 7, 2010) Reading enthusiasts are joining forces this winter season to help raise money for Carnegie Library of Pittsburgh. Dubbed the “coziest and easiest fundraiser ever,” the Library’s Winter Read-a-Thon encourages every Pittsburgh resident to step away from their television sets during the City’s coldest months and spend a few hours reading.

Starting today, readers can enroll in the Winter-a-Thon at any Carnegie Library of Pittsburgh location. For a \$5 donation, participants will receive a clock bookmark to help track time read, a pledge form (for friends and family to sponsor them during the Winter Read-a-Thon by pledging money for every hour spent reading) and a calendar of related library events. From January 8, 2011 to February 19, 2011 readers will be asked to track their time and, at the end of the five weeks, collect and return donations to the Library. Incentive prizes, including Carnegie Library of Pittsburgh merchandise and personalized READ posters, will be awarded based on the amount collected.

On January 8, 2011 a Community Read-In will kick-off the Winter Read-a-Thon festivities. From 10 am – 5 pm customers are invited to bring blankets and lawn chairs to the Main Library in Oakland to curl up with a cup of cocoa, and read. Local authors Mitchell James Kaplan, Gwyn Cready, Todd DePastino and Rebecca O’Connell will read from their latest works, and Carnegie Library of Pittsburgh librarians will be on hand to offer advice on this season’s “must-reads.”

The Winter Read-a-Thon is part of the Library’s ongoing advocacy and fundraising effort. Proceeds from the Read-a-Thon will help keep Carnegie Library of Pittsburgh well-supplied with books, magazines, audiobooks and other reading material.

For more information visit www.carnegielibrary.org or call 412.622.3114.

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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.