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**For Immediate Release**

**Library Meets Mayor's Challenge for Library Card Sign-Up Month and Sets Record Number of 1,233 Cards**

**Rapid City, SD – October 22, 2008** – The Rapid City Public Library is proud to announce they successfully met the Mayor's Challenge to increase library use and patronage in September with over 1,233 cards registered for the month.

September is National Library Card Sign-Up Month. It's promoted by the American Library Association, which encourages each library to focus for a month on extending its reach and message into the community it serves. Mayor Alan Hanks got involved by challenging the Rapid City Public Library to beat its performance in library card sign-ups and renewals over September 2007 by ten percent. To do that the library needed to achieve a total of 825 card sign-ups or renewals. The library robustly exceeded this goal with 1,223 in September 2008. A successful campaign indeed, and now more than 1200 additional library patrons benefit from the library's wide array of services, programs and resources.

The library had a lot of community support in achieving its September goal. The Mayor participated in a library advertising campaign, and local businesses -- including Mt. Rushmore Birds, the James Van Nuys Gallery, Mostly Chocolates, Black Hills Community Theatre, FastSigns, Riddle's Jewelry, Culver's, Staple and Spice, Philly Ted's, Bully Blends, Kids Closet and the library's Perk It Up Coffee Shop -- helped raise awareness by offering discounts or drawings to library card holders and displaying library READ posters in their establishments throughout the month.

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One September incentive came in the form of a prize drawing that anyone could enter by getting or renewing a library card. Prizes included an iBook computer, generously donated by Computer Village, and a hockey stick autographed by the new Rapid City RUSH hockey team. Lonna Romero, a student at Oglala Lakota College, won the iBook computer. It was presented to her October 3<sup>rd</sup> at the downtown library by Library Director Greta Chapman and Mayor Hanks. Elizabeth Schubert won the autographed hockey stick and it will be presented to her at the RUSH office on Wednesday October 29 at 5:15 pm

Partnership with the new RUSH hockey team added some excitement, especially at the two September story time sessions that were visited by RUSH team members including the team mascot. They read stories to the kids and talked hockey (and that's a video worth watching at the library's YouTube page: <http://www.youtube.com/user/rapidcitylibrary>).

Another successful part of Library Card Sign-up month was the "Get a Fresh Start @ Your Library" fine amnesty week – September 8 through 14, when the library waived fines in return for donations of canned or packaged food. 2,377 pounds of food were collected that week and given to the Black Hills Food Bank.

One final September library promotion was the 'Name The Bookworm' Contest. The library appealed to elementary aged children throughout the area to provide a name for the bookworm sculpture, carved by local artist Tim Amos and funded by the Cultural Affairs Committee of the Rapid City Area Chamber of Commerce, which sits at the southwest corner of the downtown library. Hundreds of brightly colored entries were received. The winner will be announced very soon by the library and the Chamber of Commerce.

Find out more about library resources and events by visiting our website at [www.rapidcitylibrary.org](http://www.rapidcitylibrary.org).

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*The Rapid City Public Library has served the Rapid City area since 1879, and now has two locations, the downtown library at 610 Quincy Street and the north library within General Beadle Elementary School at 10 Van Buren St. Both offer print and electronic resources for adults, young adults and children as well as computers and Internet access and a variety of programs and events. In March 2008, USA Today named the Rapid City Public Library's downtown library as one of the nation's 10 greatest places to "Find a Nook and Read a Book."*

Find video footage of RCPL events at: <http://www.youtube.com/user/rapidcitylibrary>  
Find photos of RCPL events at: <http://www.flickr.com/photos/rcpl/>