



DOWNTOWN • 610 Quincy St. Rapid City, SD 57701 • (605) 394-6139 or (605) 394-4171
NORTH • 10 Van Buren St. Rapid City, SD 57701 • (605) 716-4098

CONTACT:

Elizabeth Ruen
Publications Associate
Rapid City Public Library
605-394-6139 x2212
eruen@rcplib.org

For Immediate Release

September is Library Card Sign-Up Month

Rapid City, S.D. – August 31, 2009 – September is National Library Card Sign-Up Month and the Rapid City Public Library has several incentives planned to encourage people in the community to sign up for a library card, switch to the library's e-newsletter and show their library cards at local business.

Sign Up: Anyone who signs up for or renews their library card in September will be entered into a prize drawing. This year's prizes are an iBook computer donated by Computer Village, tickets to two shows at the Black Hills Community Theater, passes to the Journey Museum, and a family membership and tickets to "The Goods" at the Dahl.

Switch: As part of the library's effort to go green, people who sign up for or switch to the library's e-newsletter in September will be entered in the prize drawing as well. Signing up for the library's e-newsletter is easy! Just visit www.rapidcitylibrary.org, click the "Join Our Mailing List" button and add your email address.

Show: Several local businesses are partnering with RCPL to make the library card even more valuable in September. Anyone who shows their library card at a participating business will get in on discounts, special offers, and prize drawings not available to non-card holders. Participating business include Mt. Rushmore Birds, Riddle's Jewelry, Staple and Spice, Philly Ted's, Bully Blends, Play N Trade, Museum of Geology and Perk It Up Coffee Shop. Visit the library's website at: www.rapidcitylibrary.org/September for details on what each business is

offering. The downtown library will have a display of READ posters in September featuring these businesses.

Across the nation, libraries are promoting library card sign up month with the slogan "The Smartest Card: Get It, Use It, @ Your Library!" It's the smartest card for a lot of reasons: for the access it provides to wide spectrum of reliable information resources, and for the value it provides to every card holder. When people can borrow rather than buy books and movies, download audiobooks, and take advantage of a wide variety of programs and events for every age group, that makes their library card a most valuable asset.

Find out more about Library Card Sign-Up Month at the Rapid City Public Library by visiting www.rapidcitylibrary.org/September.

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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/>