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## Turn your Pennies into Books: Investing in the Library Cause Makes Cents

Since the announcement of the withdrawal of the penny from circulation, the Calgary Public Library Foundation has been quietly handing out thousands of little cloth penny bags to customers at 18 Libraries across the city.

"Turn Pennies in to Books is our invitation to Library customers to participate in building a great Library. Customers can take home a penny bag, fill it up, and bring it back to their neighbourhood Library," said Paul McIntyre Royston, President & CEO of the Library Foundation. "We have had a positive response with several thousand dollars already raised to support the purchase of new books at the Library."

One of the stories the Library Foundation likes to share is that at the Bowness Library, a boy walked in carrying the little cloth bag, he put it on the counter and said to the Librarian, 'I want to help you get more books.' McIntyre Royston explained, "This was a way for his mother to show him how to give back and thank the Library for providing so much to him."

The Penny campaign is just one activity of the Calgary Public Library Foundation to raise awareness of the Library cause and invite Calgarians to invest in the Calgary Public Library, the 6<sup>th</sup> most utilized library in North America welcoming 5.7 million annual in-library visits and circulating more than 17 million items each year. The Dollar and Cents (Sense) of Your Library:

- 175,000 pennies (\$1,750) is the average value of material borrowed each year by average Calgary Public Library members

1,350 pennies (\$13.50) is the typical cost to add one children's book to the Library's collection. \$13.36 is the key to early literacy, imagination, learning, and discovery.

Please help us keep our shelves stocked with children's books by supporting your Library today. The general public is invited to help by visiting their local Library to pick up a penny bag or by calling the Library Foundation at 403-221-2002 to make a donation.

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The Calgary Public Library Foundation is a registered charity. The funds raised by the Foundation through the generosity of our donors do not replace the Library's core funding; rather, they enhance the special programs and services the Library offers. The Calgary Public Library is one of the lowest funded Canadian libraries per capita; we all need to invest in information and enrichment for Calgarians today and generations to come.

**For more information, please contact:**

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