

Press Release Instructions

This press release template should be edited to suit your library. Please change all the highlighted areas, and other wording as needed.

If you'd like help customizing this template, please contact hhalberg@prl.ab.ca with the following information:

- Your library's logo
- Copy of your library's most recent budget
- Most recent annual report infographic
- 1-2 photos from your library
- Relevant quotes from library staff or patrons
- Recent impact story (optional)
- Any other content you'd like to include (optional)
- Contact information for reporter to refer to – Full name, title, email address and phone number.



[Your library address] prl.ab.ca/yourlibrary

MEDIA RELEASE

for Immediate Release

[Municipality name, date]

Municipal Elections: A Pivotal Moment for [Your Library Name]

[library name] is counting on your support during the municipal election. As Albertan's head to the polls this October to elect their municipal councils, keeping the local library in mind can make a big difference. Municipal funding accounted for [%] of the [library name]'s budget in 2024, and support from [municipality name] is critical to maintain and expand library services.

Show [library name] some love this election season and ask candidates how they plan to support the library if elected or re-elected.

Your Image Here

As a front-line community service organization, we recognize the need for equitable access to information and technology. A patron from our region recently shared with us that they found a job they were excited about and used the library computers and printers to do their online training. They were able to get the necessary paperwork completed and get their career started. Eventually, they were able to get their own laptop, but when they were first starting out the library was a critical resource to them. It's stories like these that motivate us to provide the best service we can to our community members! Library manager [name] says "we help people in our community every day,

endorsing local organizations like ours this municipal election will uplift the people in our municipality."

Stories like this showcase just how invaluable library service is to many in our community, and we're excited to report that the numbers support our claims! In 2024, our library had [your stat here] program attendees, [your stat here] materials checked out, and [your stat here] reference questions answered.

About [library name]

Commented [HH1]: Photo should be 1200 pixels max, including one or two would be ideal

Commented [HH2]: Replace with a story from your library if you have one!

The **[library name]** provides access to books, DVD's, programming for all ages, computers, printing, and online resources to the community of **[municipality name]**. For more information, please visit www.prl.ab.ca/yourlibrary

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For More Information, Please Contact:

Library manager or board chair name, title

Library name

email@email.com

(T):
