**Michigan Library Appreciation Month 2020**
**Sample News Release**
*Edit copy as needed.*

For immediate release:
[*Date*]
Contact: [*name, title, phone number*]

**Discover Michigan Libraries during Michigan Library Appreciation Month, October 2021**

(CITY, STATE) – October is Michigan Library Appreciation Month and the [Name of Library] invites all community members to discover the wonderful services and resources offered through your library.

Ready to roll? With restrictions lifted, you can now take full advantage of the Michigan Activity Pass on [name of library’s] website [link] to get discounted tickets to more than 200 Michigan parks and attractions, browse the library for your next favorite book or movie, and attend book discussions, storytimes, and more in person. Visit [library’s website] to learn more.

Staying in? Many of our programs are held both virtually and in person, plus you can still access all of our free online resources to find trusted health information, learn a new language, brush up on job skills, get homework help, or explore your family history. With your [library name] library card you have access to ebooks, audiobooks, newspapers, magazines, movies, and music – all for free and with curbside pickup for your convenience!

Don’t have a library card? Visit [library’s website], or give them call! It’s easy to sign up for a library card and get access to all of the free and helpful digital services and resources [library name] provides.

As Michigan returns to “normal,” Michigan’s libraries provide free access to computers and internet so our residents can find jobs, apply for loans, work on school projects, and more. This October we encourage Michiganders to show their appreciation and support for Michigan libraries by visiting their library’s website, following them on social media and using the hashtag #MILibraryMonth and #LoveMILibraries.

Michigan Library Appreciation month is a statewide observance sponsored by the Michigan Library Association (MLA) and libraries of all types across our great state.

For more information, visit the library’s website at [provide URL].

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**Michigan Library Appreciation Month Focuses on Keeping Communities Connected**

(CITY, STATE, DATELINE) – October is Michigan Library Appreciation Month and the [Name of library] is helping to highlight the valuable ways in which libraries and library staff across the state have been keeping communities connected to resources and content that informs, entertains, and enlightens. Throughout October, (Name of Library) staff will highlight how their services helped patrons retain a crucial sense of connection, throughout a challenging year of social distancing.

While [Name of Library]’s physical spaces were limited due to COVID-19, patrons were still able to connect and explore a variety of digital content, from ebooks, audiobooks, movies, games, and more--including virtual storytimes and events hosted via Zoom--all from home. Now that we’re open again, October would be an ideal month for all community members to start discovering the wide array of services and resources available to cardholders. Don’t have a library card? It’s easy to sign up. Visit our circulation desk, or contact us with any questions [phone or email].

Throughout October, {Name of Library] invites patrons to share their experiences of how their library kept them connected during quarantine. We’re encouraging our patrons and all Michiganders to show their appreciation and support for our libraries and all the amazing people who work in them! You could visit your local library’s website, follow them on social media, and then share a post about the library services you appreciate most of all--using the hashtag #MILibraryMonth and #LoveMILibraries.

In times of crisis, libraries and library staff play a critical role in continuing to support their communities. All throughout the pandemic, libraries of all types continued making a difference in people’s lives by providing access to digital resources and virtual programs, which was something their communities needed more than ever at that time. When “stay-at-home” orders were in place, the first priority of library staff was figuring out how to continue to serve their patrons safely, from curbside pickup services providing materials and eventually fun/creative d.i.y. craft activities, to providing online card sign-ups and virtual storytimes.

Now that our doors are open again, our shelves can be browsed in person, reading recommendations and reference answers can be provided face-to-face, public computers are available, and patrons no longer need zoom logins to join a library event. But any new cardholder can continue accessing online resources, 24/7, where they have the ability to stream movies and music; find trusted health information and community resources; learn a new language or take up a new craft, brush up on job skills, get homework help, and so much more.

Whether a user remains online or ventures back inside the library, all of these services are free! The connections can continue to happen, at home, on the go, or now, finally, in person!

Michigan Library Appreciation month is a statewide observance sponsored by the Michigan Library Association (MLA) and libraries of all types across the state each October.

For more information, visit the library’s website at [provide URL].

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