

NEWS RELEASE



For Immediate Release

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SUCCESSFUL STUDENT LIBRARY CARD PROGRAM EXTENDED TO 13,000 CATHOLIC STUDENTS

LOUISVILLE, Ky (October 18, 2007) – A Louisville Free Public Library program that is setting off a dramatic increase in public school student use of the public library will be expanded to Archdiocese of Louisville schools in November. Over the next few weeks, 13,000 Catholic school students will receive PowerPlus cards, which serve as combination library cards, student ID cards and discount TARC passes.

Since the library distributed the cards through Jefferson County Public Schools in May, students are using them to check out 1,000 books every day, said library director Craig Buthod.

"This far exceeds our expectations for what really was an unprecedented experiment," Buthod said. "It's so gratifying for a seasoned librarian like me to see students in today's highly electronic world taking advantage of the tremendous resources available at their public library."

"The Louisville Free Public Library extends learning opportunities for our students into the Louisville community and beyond," said Leisa Speer, Superintendent of Schools, Archdiocese of Louisville. "Students in Catholic schools have access to a world of print, electronic, and internet resources at their fingertips through their library cards. We are pleased to partner with the Louisville Free Public Library on this initiative."

PowerPlus Cards give students all the privileges of a regular library card, including the ability to check out books, magazines, DVDs and music CDs. The cards also serve as a TARC ID and discount card—students can ride TARC anytime for just \$0.60 by showing their PowerPlus Cards.

Martin Bell, Deputy Superintendent of Jefferson County Public Schools, said, "This universal PowerPlus library card opens many doors to our students. It gives our students access to books and many on-line educational opportunities provided through the Library." Bell praised in particular the free preparation resources offered by the library for ACT college entrance exam, which all high school juniors will be required for the first time to take this year.

The Louisville Free Public Library operates 17 community libraries throughout Jefferson County and is available online 24 hours a day, every day of the year. More than 3.8 million people visited the library last year and they checked out nearly 4.2 million books and other items. For more information about the library, see www.lfpl.org.

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FACT SHEET
Extending Power+Plus Cards
to Archdiocese of Louisville School Students

- The Louisville Free Public Library is working with the Archdiocese of Louisville to extend its Power+Plus Card program to 13,000 students at participating Archdiocese schools in November.
- The Power+Plus Card is a library card, a student identification card and a TARC ID card.
- Rather than waiting for students to discover the public library on their own, the Power+Plus Card program reaches out to the students to expose them to the myriad of resources available at the library.
- The experimental program has exceeded every expectation: JCPS students who received their cards last May are using them to check out 1,000 books every day.
- The cards allow students to enjoy all the privileges of a regular library member. For example, they can:
 - Check out books, audio books, magazines, videos, DVDs, music CDs and more.
 - Find full-text articles from newspapers, magazines and reference books using the library's free, online research tools.
 - Take practice tests for the SAT, ACT, GED, ASVAB and some AP exams.
 - Download audio books and transfer them to their personal MP3 players.
 - Use library computers to connect to the Internet, type papers, create slide show presentations, play games, connect with friends, edit digital photographs, make digital art and more.
- Power+Cards act as the student TARC ID card, and enable students to ride TARC anytime for \$0.60 (a 52 percent discount off the regular \$1.25 fare) simply by showing their Power+Cards.

