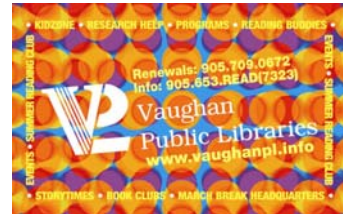


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## MEDIA ADVISORY/ PHOTO OPPORTUNITY

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**FOR IMMEDIATE RELEASE**  
**April 25, 2007**

**Over 8,000 children in Vaughan signed up for Vaughan Public Libraries' new *Library Card Just For Kids* during membership campaign chaired by Toronto Raptors' Legend JEROME WILLIAMS!**

**Campaign GRAND PRIZE Winner, Grade 3 Class at Westminster Public School receive classroom visit from The Raptors' Legend, Friday, April 27 at 2:00 pm.**

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**WHAT:** Toronto Raptors' Legend **JEROME WILLIAMS**, honorary chair, Vaughan Public Libraries' (VPL) *Library Cards Just for Kids Campaign* will visit a grade three class at Westminster Public School, Friday, April 27 at 2:00 p.m. He will discuss the importance of literacy and all the great things the library has to offer, with the students.

**WHEN:** Friday, April 27, 2:00 – 2:45 p.m.

**WHERE:** Cheryl Einhorn's Grade 3 Class  
**WESTMINSTER PUBLIC SCHOOL**  
366 Mullen Drive  
Thornhill, Ontario

**ATTACHMENTS:** - Background information on **VPL's Library Cards Just For Campaign**  
- Background information on **Toronto Raptors' Legend, Jerome Williams**

## Vaughan Public Libraries' **Library Cards Just For Kids** Campaign

VPL's **Library Cards Just For Kids** campaign, chaired by Toronto Raptors' Legend Jerome Williams, launched VPL's new fun and funky library card designed just for kids. During a visit to Pierre Berton Resource Library in November 2006, the Raptors' legend encouraged children in Vaughan to sign up for their own library card and discover all that the library has to offer. The membership campaign ran until March 15, 2007. Over 8,000 children signed up for the new library card either by visiting a branch of Vaughan Public Libraries or participating through one of the 95 school classes that got involved in the school challenge. Classes that had all students in the class get the new card were entered into a draw to win a visit from Raptors' Legend, Jerome Williams. Although the actual membership campaign is over, the new library card is still available for all children under 13 at any branch of Vaughan Public Libraries.

The **Library Cards Just for Kids** campaign sponsored by **Pizza Pizza** and **STAPLES Business Depot** had two components, both offering children an opportunity to get some cool prizes!

During the campaign children that went to their local branch of Vaughan Public Libraries and signed up for a new '**Library Card Just For Kids**' or traded their old card in for the new one received :

- A bookmark with a coupon for a free slice of pizza from **Pizza Pizza**
- A ballot to enter a draw to win a \$50 gift card from **STAPLES Business Depot** (30 gift cards were awarded)

Over 95 classes from schools in Vaughan got involved in the school challenge! By getting every student in the class to sign up for a library card, each class was entered into the draw for an opportunity to win one of the following prizes:

- A visit to the class from Toronto Raptors' Legend Jerome Williams, Honourary Chair, VPL's **Library Cards Just For Kids** campaign ( **won by Cheryl Einhorn's Grade 3 Class, Westminster Public School**)
- A Pizza Pizza lunch for the whole class ( **won by Mrs. Loshy's Grade 3 Class, Bakersfield Public School**)
- Coupons for a free pizza slice from Pizza Pizza for the whole class ( **won by Ms. Arkveld's Grade 1/2 Class, Woodbridge Public School**)

- A visit to the class by a librarian from Vaughan Public Libraries ( *won by Mrs. DeLuca's SK Class, St. Stephen's School*)

### **Toronto Raptors' Ambassador Jerome Williams Honourary Chair, VPL's Library Cards Just for Kids**

Williams, a former first-round draft pick played nine seasons in the NBA for four different teams (including Detroit, Toronto, Chicago and New York). He retired at the end of the 2004-05 season having played in 587 career regular season games with 12,755 minutes and 3,865 points. Williams joined the NBA's "Basketball Without Borders" program, as an effort to teach the game and bring resources to underdeveloped nations in Africa, Asia and elsewhere. In early 2006, Jerome returned to the Toronto Raptors' as a community ambassador, participating in Raptors' corporate and community events and initiatives.

Vaughan Public Libraries has seven locations serving Concord, Kleinburg, Maple, Thornhill and Woodbridge. Last year Vaughan Public Libraries welcomed over 1.6 million visitors making it one of the top leisure and information destinations in the City of Vaughan. For more information on VPL's programs and services call 905-653-READ (7323); visit your local library or the ELibrary at [www.vaughanpl.info](http://www.vaughanpl.info).

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**Please Note:** Media attending class visit, must go to school office and sign in.