

FOR IMMEDIATE RELEASE

## The Edmonton Public Library Unveils New Brand

### Kicks off Launch with Contest Announcements, an MP3 Experiment and a Family Movie Night

**EDMONTON, AB, April 22, 2010** – The Edmonton Public Library (EPL) today unveiled its new brand mark and launch campaign to media, kicking off a new day at EPL. The Library is updating its look to show how fun, fresh and relevant libraries are. EPL's new brand is a better reflection of the expert service, incredible content and unrivalled value that Edmontonians have come to expect from the Library.

On Friday, April 23, EPL officially launches its new brand to Edmontonians. As part of the launch EPL has two great contests for customers:

- **Spread the Words Sticker Contest:** EPL has developed low-adhesive stickers with its new brand colours. Customers are encouraged to stick them around the City and post photos of them to [spreadthewords.ca](http://spreadthewords.ca) between April 23 and June 5. The top three entries, based on customer votes, will win one of three great prizes – a Sony eReader, Flip video camera or Netbook PC.
- **EPL for Life Membership Contest:** People who register for a new library card or renew their existing membership between April 23 and June 5 will be eligible to win one of 15 EPL LIFETIME memberships.

To cap off the day of activities, EPL is inviting Edmontonians to Sir Winston Churchill Square to help create the largest MP3 Experiment in Canada. Why an MP3 experiment? It's an inclusive and interactive way to introduce EPL's new brand to the City. The fun, fresh approach is a great reflection of what EPL does every day in the community – share. People can download the MP3 file at <http://www.spreadthewords.ca>.

At 6:45 p.m. on Sir Winston Churchill Square, participants will simultaneously press "play" and follow the instructions that will play through their headphones. Following the Experiment participants are invited back to the Stanley A. Milner Library Theatre for an audience participation showing of *The Princess Bride*.

To date, EPL can confirm the following MP3 Experimenters: City Councillor Don Iveson; Edmonton Eskimo Patrick Kabongo; stilt walker Schuyler Snowdon; iNews 880 reporter Brittney LeBlanc and local Blogger Mack D. Male.

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**About the Edmonton Public Library (EPL)**

The Edmonton Public Library carries everything you care about. We are Edmonton's largest lender of all manner of information and entertainment. Our professionally trained staff take you beyond Google with the knowledge, discernment and desire to help you navigate a universe of information. Every year, we host over 13 million in-branch and online visits across our 17 branches and website. We deliver our incredible content to you everywhere – in the library, at home, or on your handheld device. Unmatched access and unrivalled value – that is today's EPL. Spread the words.  
<http://www.epl.ca>.

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