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MEDIA RELEASE

For Immediate Release

FVRL IS TAKING THE LIBRARY TO THE PEOPLE *Library Live and On Tour will visit the underserved in our communities.*

Abbotsford, BC – Rain didn't stop approximately 100 people from joining a recent street party in celebration of Fraser Valley Regional Library's (FVRL) launch of Library Live and On Tour.

A pioneering mobile library service initiative, Library Live and On Tour features "LiLi", a highly visible souped-up 2012 Nissan Cube. LiLi and Smitty Miller, FVRL Community Librarian and Tour Director, will take the library to community hubs. Unlike traditional 'bookmobiles', LiLi will stress services, access to information, and awareness of the library, rather than being exclusively about library materials.

"The purpose of the Library Live and On Tour service is to connect with and serve individuals who might not otherwise walk into library buildings, by visiting food banks, shelters, seniors' homes and other community gathering places," says Miller. "No other service like this is offered anywhere else in the library world. LiLi will help us shatter library stereotypes and extend the reach of FVRL beyond our brick and mortar buildings."

Definitely not a bookmobile – LiLi sports a full vehicle wrap and undercarriage glow, a permanently mounted 40-inch TV, external music and public address system, a technology gadget bar, and a built-in bookshelf with free new books. These one-of-a-kind enhancements were made possible by more than \$20,000 of services generously donated by Abbotsford's 360 Fabrication Inc. along with audio equipment provided by Clarion Canada and mag wheels gifted by Abbotsford Nissan.

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www.fvrl.ca
Read. Learn. Play.

WHITE ROCK PITT MEADOWS CLEARBROOK FORT LANGLEY MOUNT LEHMAN AGASSIZ BOSTON BAR YALE
CHILLIWACK YARROW LADNER PIONEER GEORGE MACKIE ALDERGROVE TSAWWASSEN LANGLEY MURIEL ARNASON
BROOKSWOOD MURRAYVILLE MSA CENTENNIAL WALNUT GROVE HOPE MAPLERIDGE MISSION TERRY FOX

MULTIMEDIA LINKS

FVRL can offer you Library Live and On Tour multimedia. Contact Smitty Miller for high resolution materials:

Photos:

- LiLi from the ground up: <http://www.facebook.com/media/set/?set=a.378917995485420.88438.152628108114411&type=3&l=2ec52b6dd6>
- LiLi's makeover: <http://www.facebook.com/media/set/?set=a.366379433405943.86335.152628108114411&type=3&l=735e5b8f3d>
- Library Live and On Tour launch party:
<http://www.facebook.com/media/set/?set=a.382160358494517.88987.152628108114411&type=3>

Video:

- Library Live and On Tour launch party: http://youtu.be/_zge7tvLMqQ & http://youtu.be/JtA_BnpN-lc

ABOUT FRASER VALLEY REGIONAL LIBRARY

Fraser Valley Regional Library is the largest public library system in British Columbia, with 24 community libraries serving over 680,000 people in its service area. Established in 1930, it is funded with taxes raised in the community it serves, plus a Government of BC operating grant. The governing Board consists of elected officials representing 15 member municipalities and regional districts. With its mission "to connect people to the world of information and ideas," FVRL plays a prominent role in the communities throughout the Fraser Valley.

FVRL MEMBER LIBRARIES

<i>Agassiz</i>	<i>Aldergrove</i>	<i>Boston Bar</i>
<i>Brookwood</i>	<i>Chilliwack</i>	<i>Clearbrook</i>
<i>Fort Langley</i>	<i>George Mackie</i>	<i>Hope</i>
<i>Ladner Pioneer</i>	<i>City of Langley</i>	<i>Maple Ridge</i>
<i>Mission</i>	<i>Mount Lehman</i>	<i>Muriel Arnason</i>
<i>MSA Centennial</i>	<i>Murrayville</i>	<i>Pitt Meadows</i>
<i>Tsawwassen</i>	<i>Terry Fox</i>	<i>Walnut Grove</i>
<i>White Rock</i>	<i>Yale</i>	<i>Yarrow</i>

FOR FURTHER INFORMATION CONTACT

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