



Administrative Centre | 34589 Delair Road | Abbotsford, BC | V2S 5Y1  
Tel: 604-859-7141 | Toll-free: 1-888-668-4141 | Fax: 604-852-5701

September 14, 2016

## **MEDIA RELEASE**

For Immediate Release

### **UKE 'N PLAY AT FRASER VALLEY REGIONAL LIBRARY** ***FVRL Launches Ukulele Public Lending Collection***

Abbotsford, B.C. – Who can play? Uke 'n Play – at your local library! Beginning this fall, Fraser Valley Regional Library (FVRL) will offer ukuleles for loan through its new Uke 'n Play collection. Customers will be able to check out the instruments, free of charge, for a two- or three-week lending period – just like library books. Fifty soprano-size ukuleles in various styles will circulate throughout FVRL's 25 libraries. Each will come in a kit that includes a ukulele, a soft ukulele case, a digital tuner and a beginner ukulele book. The Uke 'n Play collection will be available to FVRL cardholders in early October, after a series of launch events at five libraries.

The ukulele, a small stringed instrument of Hawaiian origin, is currently experiencing a wave of popularity. It is small, portable, easy to learn and fun to play. Ukulele circles are already popular at FVRL's Tsawwassen and Terry Fox (Port Coquitlam) Libraries. These events encourage musical literacy, social inclusion and the emotional rewards that come from creating music together. By adding ukuleles to its collection, FVRL is taking its first step towards the "Library of Things," a trend that sees public libraries offering musical instruments, tools, games and other objects for loan. "FVRL is extremely proud to provide our customers with new experiences and opportunities," says Heather Scoular, Director of Customer Experience. "There has never been a better time to visit your local FVRL library!"

[www.fvrl.ca](http://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

Uke 'n Play was born of a community partnership between FVRL and the Coquitlam Ukulele Tiny Instruments Enthusiasts Circle, or "Cutie Circle." It began when Cutie Circle founder Jen Chang approached staff at FVRL's Terry Fox Library with an idea for lending instruments through the library. Chang has seen the life-transforming magic of the ukulele first-hand and believes wholeheartedly that "Where there's a uke, there's a way." As a result, the Cutie Circle has donated a gift of 50 ukuleles to FVRL and will assist with instrument maintenance. This generous gift was made possible with the support of sponsors Empire Music, King's Music, Ohana Music and Linda Thiessen.

The Uke 'n Play lending collection is available to FVRL cardholders. Get your free library card at any one of FVRL's 25 locations in the Fraser Valley and Lower Mainland.

Uke 'n Play launch events will be held at five FVRL locations. Please contact the library for more details.

- **Tsawwassen Library:** Friday, September 30, 2 p.m.–2:45 p.m.
- **Chilliwack Library:** Saturday, October 1, 3 p.m.–4:30 p.m.
- **Terry Fox Library:** Tuesday, September 27 at 7 p.m.
- **City of Langley Library:** Friday, September 30, 2 p.m.–3 p.m.
- **Mission Library:** Saturday, October 1, 2 p.m.–4 p.m.

###

Read. Learn. Play.  
www.fvrl.ca

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

## About Fraser Valley Regional Library

Fraser Valley Regional Library is the largest public library system in British Columbia, with 25 community libraries serving almost 700,000 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>Abbotsford Community</i>	<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>Murrayville</i>	<i>Pitt Meadows</i>
<i>Sardis</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

Diana Marshall, Customer Services Specialist

Telephone: 604-859-7141 (ext. 7059)

Email: [dmarshall@fvrl.bc.ca](mailto:dmarshall@fvrl.bc.ca) Website: [www.fvrl.ca](http://www.fvrl.ca)

*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  
BROOKWOOD MURRAYVILLE MSA CENTENNIAL WALNUT GROVE HOPE MAPLERIDGE MISSION TERRY FOX