

(Print on your library letterhead)
NEWS RELEASE

FOR IMMEDIATE RELEASE

(Date)

**(NAME OF YOUR LIBRARY) LAUNCHES
TD SUMMER READING CLUB 2009**

(City, Province)— Kids and parents are urged to join us for the launch of the TD Summer Reading Club 2009 on **(date and time)** at the **(Name of your library)** with our special guest, **(name of local celebrity)**.

This program offers families fun, free activities to encourage children to read and continue developing their literacy skills throughout the summer. Research has shown that the playful approach of these clubs is extremely effective in getting more children to increase their reading skills.

**(QUOTE ON THE IMPORTANCE OF READING FROM YOUR
SPOKESPERSON)**

This year's dynamic theme features *Agent 009* as a canine detective solving mysteries. Award-winning artist, Werner Zimmermann, designed the beautiful illustrations on the program materials.

In rolling out the program, your local libraries will organize **(fill in specific activities)**.

Children in **(region or communities)** can join the TD Summer Reading Club by contacting **(name of your library)**, where they will receive a Club poster, nine stickers and an activity booklet full of fun ideas. This year, as we celebrate the 200th anniversary of Braille, they will also receive a complimentary Braille sticker.

(Name of your library) is joining libraries from across Canada in this joint initiative between TD Bank Financial Group, Library and Archives Canada and the Toronto Public Library.

(About your local library)

About TD Bank Financial Group Community Giving

TD Bank Financial Group (TDBFG) is committed to supporting education and literacy in Canada. In addition to the TD Summer Reading Club and TVO Reading Rangers, TDBFG sponsors TD Canadian Children's Book Week and the TD Canada Trust Scholarships for Community Leadership. TDBFG also supports a variety of regional programs across Canada that promotes health, education and the environment.

About Library and Archives Canada

Library and Archives Canada is one of Canada's newest and most innovative national institutions, dedicated to providing Canadians with a single window into the richness of our documentary heritage. As part of this national role, LAC supports, develops and works together with Canada's library and archival community, fostering a love of learning and delivering programs and services that meet the needs of all Canadians.

About Toronto Public Library

Toronto Public Library (TPL) is proud to be the creative force behind the TD Summer Reading Club. As the busiest public library system in North America, every week over 300,000 people visit its 99 branches, and borrow more than half a million items. TPL has a distinguished history of providing excellence in children's library services.

For more information about the TD Summer Reading Club visit www.td-club-td.ca and/or (insert the website for your library if a link is provided to the TDSRC website).

-30-

**For further information:
(Name of contact or spokesperson for your library, phone number, email address)**