



Carnegie
Library of
Pittsburgh



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For Immediate Release

Carnegie Library of Pittsburgh and the Pittsburgh Public Market – a Deliciously Useful Combination

Library extends weekend services to Pittsburgh's Strip District

(PITTSBURGH, PA – April 6, 2011) Strip District shoppers and residents will have a new place to access free books and information. Starting Friday, April 15, Carnegie Library of Pittsburgh will extend services to the Strip District's Pittsburgh Public Market, becoming a part of the public market's "fresh and delicious combination" of local artisans, farmers and bakers. The extended service pilot is part of the Library's LYNCS (Libraries in Your Neighborhood Community and School) initiative.

Staffed by Carnegie Library of Pittsburgh librarians and graduate students from the University of Pittsburgh's School of Library & Information Science, the library services of LYNCS at the Pittsburgh Public Market (LYNCS: PPM) will provide customers with easy access to comprehensive library services during the weekend on their trips to the Strip's great eateries and shops. Customers will be able to borrow materials from an on-site collection of materials, register for a library card, pick up or drop off library materials and access the Internet and online library catalog from an express computer hub.

"This may be the first time that a U.S. library has provided full services in a public market," explains Molly Krichten, LYNCS Coordinator. "It is very exciting to bring library services outside of library walls -- we are reaching people where they work, live and shop."

LYNCS: PPM will operate weekends from: 10 am – 6 pm on Friday; 9 am – 5 pm on Saturday; and 10 am - 4 pm on Sunday. The Pittsburgh Public Market is an ideal place to extend library service due to its popularity with Allegheny County residents and its proximity to many neighborhoods.

"Having Carnegie Library of Pittsburgh's LYNCS initiative in Pittsburgh Public Market is a big step towards creating a community gathering place in the market," says Cindy Cassell, Market Manager. "Over the eight years of research on public markets around the country, we did not see anything like this. The Library will add a new dimension to the great merchants and products already here, and to the overall shopping experience in the Strip."

Becky Rodgers, Executive Director of Neighbors in the Strip agrees, "The Library booth will help fill the gaps left when the Downtown and Lawrenceville libraries close on weekends while offering themed book selections including cookbooks and food-related books."

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Krichten worked closely with the University of Pittsburgh's iSchool, specifically the graduate program of Library & Information Sciences students, in the development and launch of library services to the Strip District. Students, working in project teams conducted an environmental scan and survey, developed a marketing plan, planned the services for the site and will evaluate the initiative's impact.

As a part of its National Library Week celebration (April 10-17), the Library will host several grand opening weekend activities:

Friday, April 15 / 10 am
Grand Opening Ribbon Cutting

Friday, April 15 / 12 pm – 12:30 pm
30 Books in 30 Minutes
Librarians will share 30 great titles in just 30 minutes.

Friday, April 15 / 5 pm
Timbeleza
Timbeleza is a Brazilian percussion ensemble based out of Pittsburgh, PA that has been performing since 2005. Their goal is to expose people to samba as well as invigorate the community with music and performance.

Saturday, April 16 / 9 – 11:30 am
Drop-In Story Telling
Storytellers will intrigue and inspire audiences with their stories for young and old.

Sunday, April 17 / 12 - 2 pm
Gadget Lab
Staff will demonstrate how to use the Library's downloadable services with eReaders and MP3 players.

For additional Library events at the Pittsburgh Public Market call 412.622.3114 or please visit www.carnegielibrary.org, www.pittsburghpublicmarket.org or www.neighborsinthestrip.com.

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About Carnegie Library of Pittsburgh

Engaging our Community in Literacy and Learning

Carnegie Library of Pittsburgh contributes to the educational attainment, economic development, and cultural enrichment of the region. Through critical services such as early learning programs for children, job search assistance and computer and Internet access, the Library fosters lifelong learning and is a renowned leader among the nation's libraries. With more than 2 million visitors and 3.5 million items borrowed each year, Carnegie Library of Pittsburgh is the region's most visited asset and one of the largest public libraries in Pennsylvania. Established in 1895 by philanthropist Andrew Carnegie as a public trust to be funded by the community, the Library derives approximately 90% of its annual operating budget from public or government sources, including the Allegheny County Regional Asset District (RAD), the Commonwealth of Pennsylvania and the City of Pittsburgh.