

Toronto Public Library Foundation Celebrates 'Library People'
for Canadian Library Month

TORONTO, September 28, 2017—This October, Toronto Public Library Foundation (TPLF) kicks off **Canadian Library Month** with a new awareness and micro-donation campaign aimed at bringing together Toronto's 'library people.' Torontonians are being asked to virtually stand up and make public their deep connection to Toronto Public Library ([@torontolibrary](https://twitter.com/torontolibrary)) – a connection that is enduring and inspires people to give back to their community and to the Library.

Introducing 'I'm Library People' (#ImLibraryPeople) – a bold rallying cry adopted by the Foundation to communicate and reinforce the shared values of the Library and connect those of us who love Toronto Public Library, the busiest public library system in the world. This campaign is meant to incite and unite people to tell their personal stories and proclaim which essential services and programs offered at TPL's 100 branches, or on tpl.ca, resonate most with them. How do you know you are "library people"? You are if you stand by the core values of the Library and want people to know it. You believe in equity, diversity, intellectual freedom, innovation, inclusion, integrity, accountability and quality service – for everyone in Toronto.

Toronto's Library. With you for life.



“This campaign aims to engage a broad community of ‘library people.’ You don’t have to actually visit the library to understand and believe that Toronto Public Library has vital impact in our city’s neighbourhoods. Whether it’s free internet access, equipping new Canadians with the resources they need to succeed, or providing safe community spaces - what makes you ‘library people’ is that you wholeheartedly believe in providing these free programs, services and spaces to enrich all our diverse communities. My sincere hope is this campaign moves Torontonians to support Toronto Public Library – maybe for the first time – and recognize not only what makes them ‘library people,’ but what makes their neighbours, colleagues and fellow citizens ‘library people.’”

Says **Jennifer Jones**, President, Toronto Public Library Foundation.

The campaign was announced first to library donors at the Foundation’s invitation-only Annual Donor Appreciation Event, hosted on September 18th in the Bram and Bluma Appel Salon at Toronto Reference Library. Further communications, marketing, event integration, advertising and social media efforts will roll out in stages over the months of October and November.

Visit imlibrarypeople.ca to make a donation or for more information. Check out #IMLIBRARYPEOPLE on social. Facebook, Twitter, Instagram.