

TORONTO, Sept 6, 2016 /CNW/ - The Toronto Public Library Foundation Board is pleased to announce the appointment of Jennifer Jones as President, effective September 6, 2016.

Ms. Jones joins the Foundation after nine years as Vice President of the Indigo Love of Reading Foundation, Indigo Books and Music's corporate foundation. Under her leadership, Love of Reading's fundraising grew by over 300%, allowing it to expand its support to hundreds of high-needs elementary school libraries across Canada every year and the thousands of children they serve.

With an MBA from Ivey and more than 20 years of experience across marketing and social impact leadership, Ms. Jones launched Indigo's first cause marketing campaign, *Adopt a School*, now in its eighth year. To date it has put 350,000 books in the hands children across Canada. Ms. Jones also recently completed her two year term as Chair, Association of Corporate Grantmakers, Toronto which provides professional development and networking opportunities to individuals who represent corporations that invest in their communities.

As President, Jennifer will support Toronto Public Library's goals of expanding access, increasing opportunity and building connections by growing funding from corporations and individuals and raising its profile within the city.

"Jennifer brings a thorough understanding of the role literacy and libraries play in the development of individuals and this city," says Gillian Smith, Chair of the Toronto Public Library Foundation Board. "That, combined with her engaging, fresh and innovative approach to fundraising, will help raise the profile and expand the programming of this beloved Toronto institution."

"I've lived and worked on several continents and travelled extensively which gives me a unique perspective on what an exciting time it is to be in Toronto, a city which is gaining profile on the global stage," says Ms. Jones. "It is an honour and privilege to work closely with Toronto Public Library to ensure it receives the funding critical to its evolution and innovation to maintain its world class status."

The Toronto Public Library Foundation was established in 1997 as a charity to support Toronto Public Library, one of the world's busiest urban public library systems. The Foundation inspires donors to support life-changing programs, services, spaces and collections that wouldn't be possible with government funding alone. Thanks to donors, the Foundation has raised \$73 million since inception.

To learn more about the Toronto Public Library Foundation, visit www.tplfoundation.ca or call 416-393-7123.