



*No WiFi?  
No computer?  
No problem!*

**VISIT YOUR LOCAL LIBRARY**



*I'm taking virtual classes using the library's computers and WiFi.*

**VISIT YOUR LOCAL LIBRARY.**  
Or go to **YourLibrary.org**



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**CONNECT TO YOUR FUTURE**



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It's a digital world and the library can connect you to your future. Today, you can use the library's computers and WiFi to explore a whole world of knowledge and opportunity. You can find a job. Advance in your career. Have a quiet, cool place to study. Even start a new hobby. Your library has all the tools and people you need to live a better life.

- 24/7 WiFi
- Computers with internet access
- Devices to check out, including mobile hotspots
- E-resources that can be accessed remotely (i.e. books, magazines, music, etc.)
- Printing, faxing and scanning
- Help using email, video chat and job sites
- ADA-compliant websites

**ADDITIONAL OPPORTUNITIES INCLUDE:**

- Lifelong learning through virtual and in-person classes
- Art exhibits and concerts
- Hobby and fun-centered programs
- Accessible buildings

This brochure is supported with ARPA funds allocated to the New York State Library by the Institute of Museum and Library Services.

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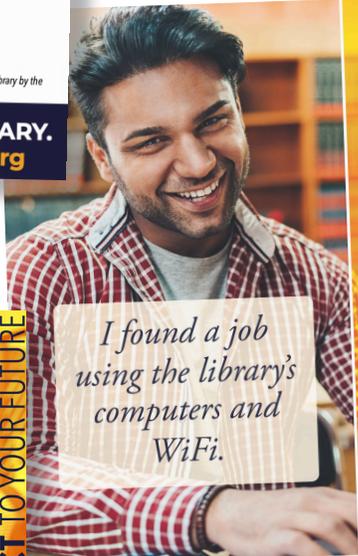
*I started my business using the library's computers and WiFi.*

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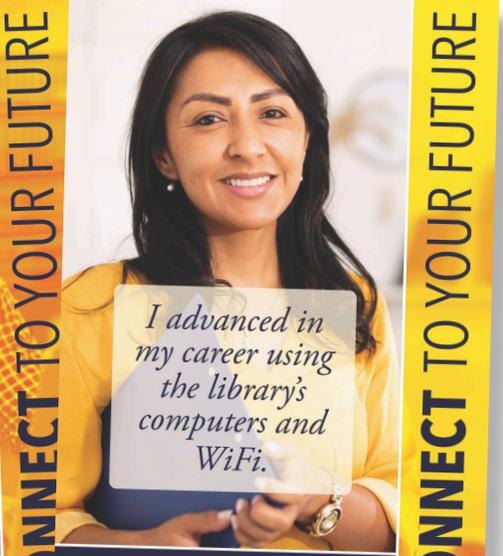
*I did my homework using the library's computers and WiFi.*

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*I found a job using the library's computers and WiFi.*

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*I advanced in my career using the library's computers and WiFi.*

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The Capital District Library Council, Mohawk Valley Library System, Southern Adirondack Library System and Upper Hudson Library System are spearheading a multimedia marketing campaign focused on educating residents about how public libraries are bridging the digital divide and highlighting the diverse services they offer their local communities.

Produced by Colonie-based Rueckert Advertising and Public Relations, the eight-week "Visit Your Local Library" campaign features digital ads, radio commercials, billboards, transit advertising, grassroots marketing, and public relations. The campaign's social media initiative includes short audio clips (audiograms) from spokespersons at regional libraries. Our hope is that you share the campaign's social media posts, including these personal responses, on your library's social media platforms so that members of your community can learn about regional efforts being undertaken on this important topic.

The initiative, which is running in Albany, Fulton, Hamilton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren, and Washington counties, is supported by federal American Rescue Plan Act funds allocated to the New York State Library by the Institute of Museum and Library Services.