

# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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## **Library Debuts Free Mobile Device SmartKits Just in Time for the Holidays** Encourages Everyone in Stark County to “Give the Gift of Smart”

**December 6, 2016 (Canton, Ohio)** – As the holidays draw near, many people face a challenge: finding a unique, meaningful gift that is just the right fit for everyone on their shopping list— without blowing their budget. Stark County District Library aims to make the gift giving season easier this year with the debut of the Mobile Device SmartKit.

This innovative free package includes a touch screen stylus/pen, a microfiber screen cleaner and a set of Quick Start cards that feature many of the convenient digital content and expert tech help services available from the library.

In a twist, the Library is inviting anyone in Stark County to “give the gift of smart” by picking up Mobile Device SmartKits not just for themselves, but for friends, family and all the loved ones on their gift list.

“People are quite excited about the Mobile Device SmartKits. We’ve heard all sorts of creative ideas about how they plan to gift them,” shared Tena Wilson, Executive Director of Stark County District Library, “I can’t think of a better illustration of how the library serves as The Smart Store— where everything is free.”

The Quick Start cards include links to mobile apps for the library’s digital collection. With these patrons have 24/7 access to stream or download over half a million ebooks, audiobooks, movies, TV shows, music albums and e-magazines – all for free. For those that don’t already have a library card, the SmartKit also contains a link to sign up instantly for a library e-card with immediate access to the digital library.

The SmartKit features a number of free help services including a certificate for a free one-on-one training session with one of the library’s tech experts. It also introduces the library’s new Mobile Device Helpline. By calling 330.458.2750, patrons can now receive step-by-step guidance over the phone from a tech expert for common questions like registering for a library e-card, using an online library account, and accessing digital content. The Mobile Device Helpline is available during library hours.

Tech Training Coordinator Dee Rondinella shared a few of the gifting scenarios she’s heard from patrons: “Many folks want to include SmartKits along with a new device they’re giving as a gift like a mobile phone, tablet, or e-reader. They also make the perfect stocking stuffer for the tech lover in your

life. And people who play ‘tech support’ for friends and family really like that they can refer them to trusted help like the library’s free Mobile Device Helpline and tech trainers.”

Mobile Device SmartKits can be picked up at any Stark County District Library location. SmartKits will also be available at the library’s pop-up location in the center court of Belden Village Mall from December 12 through 23. For more information visit [StarkLibrary.org/smartkit](http://StarkLibrary.org/smartkit) or call 330-452-0665.

#### **ABOUT THE LIBRARY**

One of the 9 largest library systems in Ohio – and the county’s oldest library – Stark County District Library serves the community through 10 locations, six mobile libraries, and a 24/7 digital branch.

A 2009 winner of the prestigious National Medal for library service, the Library serves over 110,000 active cardholders, annually circulating 3.85 million items from its 1.4 million item collection and providing access to an additional 66 million items from lending networks throughout Ohio. Each year the library presents more than 9,000 programs for 170,000 attendees and provides 260,000 computer sessions on the publicly available computers found in each branch.

Today, as it reimagines itself as The Smart Store, where everything is free®, the Library is emerging as a national thought-leader with innovations such as its “no overdue fines” policy, the BikeSmart bike sharing network, and the Start Smart School Partnership.

For more information, call 330.452.0665 or visit <http://www.starklibrary.org>.

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*Stark County District Library: Start Smart. Stay Smart. Share Smart.*