

## Media Advisory

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For immediate release

# Experience Free Family Fun with Clarington Public Library's Community Passes!

July 17, 2012—Clarington Public Library (CPL) has always provided affordable experiences to its customers. Now they're expanding their offerings through their new Community Passes with the development of two new partnerships with Jungle Cat World Wildlife Park and Bowmanville Zoological Park. Each Pass provides free family admission to Jungle Cat World or The Bowmanville Zoo.

"It's a win-win for everyone involved," states enthused Gail Rickard, Chair of the Clarington Public Library Board. "Our partners have the opportunity to reach first-time customers and showcase their facilities, while community members can experience great local attractions. The Library is helping to strengthen the bridge between our partners and our community members."

CPL expects that their Community Passes will be a big hit with their customers and they are already investigating new partners to add to the Pass initiative. "We hope to develop additional partnerships with other local organizations, so that more Clarington attractions are accessible to our customers," states Sarah Vaisler, Marketing Manager of Clarington Public Library. These partnerships are just one example of the role we play in providing affordable family experiences."

The Passes are available for loan through the CPL collection. Customers can place holds on some of the Passes, but others will be available on a first-come, first-serve basis at the branches. Each Pass has different conditions, depending on the attraction. All may be borrowed for three days, and provide admission for up to two adults and two or three children.

To learn more about participating partners and to place holds on Community Passes, please visit the Library website at [www.clarington-library.on.ca/communitypass](http://www.clarington-library.on.ca/communitypass).

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Contact:  
Lisa Dyche  
Marketing Librarian  
905-623-7322, ext. 2722  
[ldyche@clarington-library.on.ca](mailto:ldyche@clarington-library.on.ca)  
[www.clarington-library.on.ca](http://www.clarington-library.on.ca)