

Media Advisory

For immediate release

Support your Library this November during Annual Counting Week

November 18, 2015—Show your support of Clarington Public Library during its annual Counting Week, and get counted when it counts! The Library tracks a wealth of statistics and figures: visitors, items circulated, website hits, eBook checkouts, and program attendees to name a few. Tracking these statistics becomes even more important in November during the counting week.

Counting Week is highly significant to public libraries. It provides a snapshot into a library's daily use, allowing a comparison of performance measures and overall use of the library's services and resources year-to-year, and with other libraries across the province.

As a part of its Annual Survey of Public Libraries, the Ontario Ministry of Tourism, Culture, and Sport requires all public libraries in Ontario to measure their activities during a typical week in the month of November. During this week, libraries are required to record statistical information at each service point to help create a representative picture of public library usage, both locally and throughout Ontario.

In Clarington, the Library has designated its Counting Week as Monday, November 23rd through Sunday, November 29th.

Statistical information sent to the Ministry includes:

- Circulation of materials, including books, DVDs, eBooks, etc.;
- In-library materials use;
- Use of eResources and databases;
- Use of public computers and wireless;
- Reference inquiries; and
- Visits to the Library, including walk-in and electronic.

Show your support during **November 23rd to 29th** by dropping by any branch, borrowing books or movies for you and your family, accessing the WiFi or an online eResource, or downloading an eBook or eMagazine!

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