



Dear Findaway World,

Thank you so much for your generous donation of 10 adult Playaway titles to Spanish Peaks Library District. They are a deeply appreciated addition to the Opening Day Collection for our beautiful new facility, opening in June.

Playaway devices are a key technology in our ongoing effort to build a platform-independent, user-friendly, and accessible audiovisual collection.

Sample devices have always been a part of our promotion strategy. SPLD acquired its very first two Playaways as a conference booth drawing prize from BWI at Colorado Association of Libraries Annual Conference 2006, shortly after BWI started carrying the devices, and we spent an intensive six-month field research period where we attempted to demo the devices to, and survey, every patron checking out audio materials. The response to this demo initiative was overwhelmingly positive and interested, and two years ago this week, we added our first six purchased titles, a mix of classic literature and speculative fiction, to our YA Audio collection. Our youth advisory council members and other frequent teen patrons acted as Playaway ambassadors, introducing the devices to friends, family, teachers, and neighbors. Over the next year and a half we added another dozen titles to the YA collection as visibility and circulation steadily grew, both among youth and among adults crossing over to listen to youth titles.

In December, we added our first six adult Playaway titles. By the time we had arrived at ALA Midwinter six weeks later, all of these titles had circulated, several of them more than once. Two were on hold before they ever left Technical Services.

These ten titles, along with purchases that we plan to make in both youth and adult areas, will bring our Playaway inventory at Grand Opening to 50, a robust, varied, and visible collection. These items and their accompanying publicity and display materials will be prominently displayed in our New Audio displays in the new building, and Findaway World will be honored in event press as a major event sponsor.

We would be delighted if Findaway World is able send a representative to join us for part or all of this exciting three-day event:

- Thursday, June 25th: Sneak Peek Party, 7-9PM. An elegant evening of hors d'ouvres, music, and library tours. Private, invitation-only, for public officials; building project funders and Grand Opening sponsors; library staff, trustees, and supporters; and other dignitaries.
- Friday, June 26th: Ribbon Cutting and Family Day, 10am-6pm. Keynote speech by State Librarian Gene Hainer, followed by ribbon cutting ceremony, library tours, and celebrity children's author and artist(TBD)-led Story Hour, then lunch on the lawn, live entertainment, and carnival activities.
- Saturday, June 27th: Big Read Announcement and Outreach Day, 10am-4pm. Speech by celebrity author (TBD) and public unveiling of the 2009-2010 Big Read selection, followed by a themed lunch on the lawn, live entertainment.

All events will take place at the new library facility at 415 Walsen Ave., Walsenburg, Colorado.

Again, thank you so much for this wonderful donation.

Beth Harper
Collection Manager
Spanish Peaks Library District