



FOR IMMEDIATE RELEASE

Library Foundation gifts over \$130,000 for digital resources, print books to Library from annual Vive le Livre profits

HUNTSVILLE, Ala. (October 19, 2020) - The Huntsville Library Foundation (HLF) announced today that it exceeded its fundraising goal for its 34th annual Vive le Livre fundraiser and raised over \$130,000, which will fund the Library's digital resources for one year. The HLF did not host an in-person event this year, but rather, appealed to its supporters to donate in support of the Library.

"Like so many other organizations, the Library faced budget cuts in the midst of the pandemic as the demand for digital resources increased dramatically," said Meg Weaver, HLF Chairperson. "We were so humbled and excited by the response we received from our supporters with this new format."

Thanks to donors such as the The James Cecil & Margaret Ashburn Foundation, Redstone Federal Credit Union, Jerry Damson Honda Acura, and so many more, the Library will be able to fully fund the Digital Media Zone and Hoopla Digital for one year.

"Digital resources are unlike print books, in that they cost almost twice as much for a one to two year license," explained Cindy Hewitt, Interim Deputy Director. "When you purchase a print book, it is in your collection until it becomes worn down. With e-books, you pay an average of \$50-80 to keep it for a short time. We want to be able to offer more to our patrons and are so thankful to the Foundation for raising the money to make this possible."

When the pandemic hit the area in March, the Library signed up for a high-demand service called Hoopla Digital, which gives Library cardholders access to e-books, audiobooks, movies, television programs and music, instantly. Because it was so well-received by its users, the Library was committed to keeping it in the budget.

In addition to funding digital resources, the Foundation gifted each branch \$1000 to purchase print books.

For a full list of donors, visit [here](#). To see how digital resources are used by our community, click [here](#).

For more information: Melanie Thornton, Public Relations Director
(256) 970-6266/mthornton@hmcpl.org

###