



## **For Immediate Release**

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### **TRANSFORMING PUBLIC LIBRARIES**

*Mohawk Valley Library System Announces Initiative to Strengthen Public Libraries*

SCHENECTADY – In many towns and cities, it is the public library that serves as the beating heart of the local community. Building and maintaining support for libraries is an essential element in thriving communities, and the Mohawk Valley Library System (MVLS) is embarking on a plan to help public libraries in a four-county region meet the needs of their communities.

The program is called the 21st Century Libraries Initiative, and it will be available to the 14 public libraries in Fulton, Montgomery, Schenectady, and Schoharie Counties.

“The public libraries in our region serve a diverse range of communities – from small villages in rural areas, to larger urban neighborhoods. We are fortunate to have such invaluable resources available to the public, and we want to ensure they remain centerpieces of their communities for generations to come,” said Eric Trahan, Executive Director of MVLS.

The program will help public libraries engage their local communities, develop strategic plans, identify the improvements and programs needed within the community, create and implement communications plans, and improve upon advocacy efforts.

MVLS will work closely with participating libraries to help them develop the plans that best fit their communities. This includes providing materials, expertise, funding, and staff services for the initiative. MVLS has also hired a new Communications/Community Relations Specialist to serve as a point-of-contact for this initiative.

“Public libraries are critical to the well-being of the communities in which they are located. It is imperative to build upon the support that public libraries already enjoy and assist them in tailoring and implementing the plans they need within their unique communities,” said Mr. Trahan.

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As one of 23 Public Library Systems in New York State, the Mohawk Valley Library System educates, empowers, and supports 14 chartered public libraries in Fulton, Montgomery, Schenectady, and Schoharie Counties, helping these libraries enrich their communities.