



THE  
PUBLIC  
LIBRARY  
of Cincinnati  
and  
Hamilton County

150  
1853-2003

**PRESS RELEASE**  
For Immediate Release

800 Vine Street  
Cincinnati, Ohio  
45202-2071

Richard L. Helmes  
Phone•513•369•6959  
Fax•513•369•4565  
rick.helmes@cincinnati.library.org

or  
Phyllis Hegner  
Phone•513•369•4571  
Fax•513•369•4565

October 2, 2003

# Drew Carey Helps Boost Cincinnati Library Card Sign-Ups

**“One RED Card = One REAL Deal” at the Public Library of Cincinnati & Hamilton County!**

When Drew Carey comes to mind most people think of the fun-loving television comedian. But the person behind those black-rimmed glasses is also a big library supporter with a serious side. Born and raised in Ohio, Carey attributes much of his success to going to the Library—where drawing upon a vast wealth of information not only helped him prepare humorous material, it also primed him for life.

During October the Public Library of Cincinnati & Hamilton County will feature television comedian Drew Carey as spokesperson for its Library card sign up campaign. This year’s theme, “One Red Card = One Real Deal,” exudes Carey’s clever wit through a fun and spirited approach aimed at promoting community awareness of the value of a library card. While increasing the number of library cardholders is one of the goals, the emphasis will be on highlighting the ongoing benefits of having a library card, including all of the many free services offered, online access to Library resources 24/7, and even \$2 off any regularly priced Papa John’s pizza now through 2003. Everyone who already has a card, as well as new cardholders, can benefit equally from the pizza discount offer (and the Library’s many services!).

In partnership with Fifth Third Bank, WCPO-TV9, and Papa John's Pizza, the Public Library will be able to maximize exposure and significantly expand its reach to encourage area residents to get a free red Library card. To support the campaign, Fifth Third Bank has approved a \$7,500 sponsorship grant to underwrite airing 30-second promotional spots on both WCPO-TV9 (ABC affiliate) and on WRRM 98 (WCPO's affiliate radio station). The spots will feature Drew Carey and will air September 29 through October 25. In addition to being able to sign up for a Library card at the Main Library and of the Library's 41 branch locations customers can also go to any of the 130 Fifth Third Bank locations in this region and at all Papa John's stores to pick up applications. Or, they can download an application from the Library's web site at [www.CincinnatiLibrary.org](http://www.CincinnatiLibrary.org).

To GET CARDED, pick up an application form at your local Library or print from the Library's web site. Fill it out and bring it to the Main Library or any of the Library's 41 branches. Be sure to bring some form of identification to verify your street address if you're 18 years or older. (The signature or a parent or guardian is needed for anyone under 18.) Library cards are free for all residents of Ohio, and for residents of Boone, Campbell, and Kenton Counties in Kentucky as well as residents of Dearborn County, Indiana who have a local library card.

For more information on signing up for a FREE Library Card call 369-6913 or visit [www.CincinnatiLibrary.org](http://www.CincinnatiLibrary.org).