THE PUBLIC LIBRARY of Cincinnati and Hamilton County

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FOR IMMEDIATE RELEASE

Press Release

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Free Trial Program Available at Six Library Locations

PUBLIC LIBRARY WRITES NEW CHAPTER IN CONVENIENCE, OFFERS PRE-LOADED PLAYAWAY® DIGITAL AUDIOBOOKS TO CUSTOMERS

◄Close-up of a Playaway®

As part of a free trial program offered by the manufacturer, the Public Library of Cincinnati and Hamilton County began offering Playaway digital audiobooks in six Library locations on November 23. This 90-day trial run will provide an opportunity for the Library to gauge the interest and demand for the new format and selected titles. During this time customers are invited to check one out and inform Library staff whether they like this new way to listen to audiobooks.

What are Playaways®? At about half the size of a deck of cards, Playaways come preloaded with an entire audiobook. You don't need a separate player to listen to the book and you don't have to worry about keeping track of several CDs or cassettes—just press play! Using clearly marked buttons, Playaway makes it possible for you to move back and forth within or between chapters and alter the speed of the narrator's voice. It even has an automatic bookmark feature that remembers where you left off. Weighing only two ounces, Playaway is small enough to fit in the palm of your hand and goes anywhere you do!

The Library's trial collection consists of approximately 100 fiction titles, including books by James Patterson, Nicholas Sparks, Jennifer Cruisie, Stephen White, Harlan Coben, Sara Paretsky, Jean Auel, David Baldacci, and Lisa Kleypas. For more information about Playaways, go to http://www.cincinnatilibrary.org/news/2009/playaways.html .

Where are Playaways® available?

- Popular Library, Main Library
- Anderson Branch Library
- Clifton Branch Library
- Harrison Branch Library
- Madeira Branch Library
- Monfort Heights Branch Library

MORE ABOUT CHECKING OUT PLAYAWAYS®:

- **What do you need to get started?** A set of headphones or earbuds. Playaways have universal headphone jacks that work with almost any type of headphone.
- **How long can I borrow Playaways®?** The loan period for Playaways is three weeks. They can be renewed five times unless the item is on hold for another customer.
- **How many Playaways® can be checked out at one time?** Up to three titles.
- **Can I accumulate overdue fines?** If you do not return the Playaway by the due date, you will be charged 20 cents a day.