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NEWS RELEASE

Durango Public Library Seeking Business Partners for the Library Card Discount Program

Durango, CO: The Durango Public Library is seeking business partners for the annual Library Card Discount Program. Each September, the Durango Public Library partners with local businesses to celebrate National Library Card Sign-Up Month. The Library Card Discount program promotes shopping locally as well as encouraging people to sign up for Library cards. To participate, local businesses offer discounts and incentives for customers who show their Durango Public Library card when visiting their location. In turn, businesses receive free advertising as well as more local community members discovering what they have to offer. The Durango Public Library has over 30,000 active Library card users, all of whom are potential customers for local businesses. Since the Library is supported by local sales tax, the program is a win-win for the Library and businesses – their success is our success! It is free to participate. Contact Daisy Grice at 970-375-3387 or daisy.grice@durangogov.org for information and to participate.

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