

# for immediate release

## MEDIA CONTACT:

Christina Weyrick-Cooper  
Community Relations Manager  
330.499.4712 x331  
ccooper@northcantonlibrary.org

## The North Canton Public Library Prepares to Launch New Website

NORTH CANTON, Ohio, January 28, 2014- The North Canton Public Library is excited to announce they will be launching a new website February 14, 2014. Library staff explain that patrons will find that the new site is not only more visually pleasing and cohesive with the library's brand, but also more user-friendly.

In 2013, the library launched its new brand and "explore the world" tagline. The website completes the library's rebranding efforts, utilizing elements of style, language and artwork that are consistent with the North Canton Public Library brand. The new website will continue to be accessed at [ncantonlibrary.org](http://ncantonlibrary.org), and will offer everything patrons have grown accustomed to, and a whole lot more.

"We've worked hard to design a site that's easy for patrons to navigate and a one-stop-shop for questions about the library and our services," explained Christina Weyrick-Cooper, community relations manager for the library. One of the features the library is most excited for patrons to see is the new web based calendar. The calendar is attractive, well organized and will allow online registration for many library programs.

Additionally, the new site launch will serve as the official launch of the library's "if we don't have it, we'll buy it" program. Beginning February 14, if a patron cannot find an item in the library's catalog, they can request that it be ordered. As long as the library can order it, they will, and when the item arrives, it will be placed on hold for the patron who made the request.

Other features of the new site include:

- more clear instructions for eReading options
- management team bios
- press release and newsletter archives
- ways to get involved and support the NCPL
- educator/parent resources
- details about the library's sustainability efforts

For additional information, contact Christina Weyrick-Cooper, community relations manager, at 330.499.4712 x331 or [ccooper@northcantonlibrary.org](mailto:ccooper@northcantonlibrary.org).

###