Carnegie-Stout Public Library
360 West 11th Street
Dubuque, Iowa 52001-4697
(563) 589-4225 office
(563) 589-4217 fax
www.dubuque.lib.ia.us

For Immediate Release

geekthelibrary.org

Contact: Susan Henricks, Library Director
Phone: (563) 589-4126
Email: shenricks@dubuque.lib.ia.us

It's Time to Get Your Geek On at Carnegie-Stout Public Library

Dubuque, Iowa – Residents of Dubuque may soon add a new verb to their vocabulary—'geek.' Carnegie-Stout Public Library is participating in Geek the Library, a community-based public awareness campaign. The campaign highlights what people are passionate about and how libraries can support them, in an effort to heighten awareness about the role of the public library in the community.

Geek the Library features local educational material that introduces 'geek' as a verb, and encourages the public to talk about what they 'geek'—whether it's engineering, superheroes or art. The public awareness campaign illustrates the fact that everyone is passionate about something—everyone 'geeks' something—and that the library supports them all.

"This campaign is designed to provoke conversation about the vital role that public libraries and librarians play in today's challenging environment," said Cathy De Rosa, global vice president of marketing for OCLC, a nonprofit library cooperative which led campaign development. "We hope it will spark important community discussions about how public libraries can remain strong."

"Whatever you "geek" the library is diverse enough to support the interest," said Susan Henricks, Library Director. "During the coming months we encourage everyone to become involved and "get their geek on" – Check out the library's website for more information at http://geek.dubuque.lib.ia.us/