

FOR IMMEDIATE RELEASE

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PRESS RELEASE

Etsy Craft Entrepreneurship Program Launches at Albany Public Library

ALBANY, NY—Albany residents have a new opportunity to turn their craft passions into online businesses with the Etsy Craft Entrepreneurship Program at Albany Public Library (APL). The free program provides micro-business training to underemployed, low-income adults with existing artistic skills to help supplement their income and sell their products to new markets.

Starting on Oct. 8, select Albany residents will participate in this free training program that guides them through the process of becoming craft entrepreneurs. Students attend a series of five workshops at APL's Main Library taught by successful online craft sellers who coach and support them along the way. The workshops cover the basics of starting and running an online business, including pricing, elementary accounting, product photography, and marketing. Participants then use Etsy—a virtual marketplace where people around the world connect to buy and sell unique goods—as a real-world learning lab where they create their own online stores and sell their hand-crafted items.

“Albany is a ‘do-it-yourself’ city full of talented craftspeople and artists. The library hopes that this new partnership with Etsy will expand the market nationally and internationally for hand-designed and hand-crafted products from Albany,” said APL Executive Director Scott Jarzombek.

The Etsy program at APL will launch with 16 students in the October session. APL expects to add sessions as demand for the workshops emerges. There are eligibility requirements for participants, including residence in the city of Albany, commitment to attend all five workshops, at least one handmade craft item ready to sell, as well as others. Interested participants can learn more about the requirements and fill out the online application form at <http://www.albanypubliclibrary.org/Etsy.php>.

For more information about the Etsy Craft Entrepreneurship Program at Albany Public Library, please call 427-4334 or email albanymade@albanypubliclibrary.org.

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Albany Public Library (APL) educates, entertains, and empowers our community. APL operates seven award-winning branches serving the residents of Albany. Each month, about 75,000 people use the libraries to borrow materials, attend programs, access computers, and research information. More than 90,000 books, DVDs, and other materials are circulated each month. Visit APL online at www.albanypubliclibrary.org. And, look for the free “Albany Public Library Mobile” app for Apple and Android devices.

