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Contact: Stephanie Simon

Phone: 518.427.4344

Email: simons@albanypubliclibrary.org

PRESS RELEASE

Albany Public Library Launches New Website

Virtual Branch Gives Users 24/7 Access to Library Services and Materials

Albany, NY—Albany Public Library (APL) launched a new website late yesterday afternoon in an effort to create a fully functional and responsive virtual library branch for customers. The site is available at www.albanypubliclibrary.org.

“Launching this new website is like opening a branch,” said APL Executive Director Scott Jarzombek. “We’ve spent about nine months on this project, designing, building, and stocking a complete digital library branch. We’re proud of the work we did with Overit Media to create a fully functional, responsive, easy-to-use, and attractive website. We believe that Albany Public Library users will find the new site a great enhancement to our services.”

The library’s website development team, under the coordination of eLibrarian Deanna DiCarlo, worked with Overit Media and local graphic designer Phil Pascuzzo to create an eye-catching interface with a streamlined appearance that uses more photos and graphics. The website is also more functional, with a simple structure and layout that makes it easier for users to quickly find information and services.

“The library’s new website is a powerful tool. We think of it as a virtual branch that is open 24/7 and reflects our commitment to excellent customer service,” DiCarlo said. “Customers can visit any time of the day or night to find information about the library, manage their accounts, download books and other items, and engage with our staff. The new website is friendly and engaging. We believe it reflects the quirkiness and professionalism our users find at all Albany Public Library branches.”

The website navigation offers five categories: Use the Library, Books and More, Programs, Locations, and eLibrary. On these pages, users register for a library card, manage their account, search for and request items, use databases, sign up for programs, download books and magazines, reserve meeting rooms, download the mobile app, and learn about the library’s branches and services. From every page on the website, users can search for an item, access their account, read blog articles and FAQs, contact library leaders and staff, view the program guide, access the online calendar, and download items.

“Every month, our digital use grows. Our customers are increasingly accessing eBooks, eMagazines, and even streaming videos, through our website and mobile app,” Jarzombek said. “We love being able to provide people 24/7 access to our materials. If you’ve got a mobile device or computer, you can visit Albany Public Library any time you want.”

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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.

