

FOR IMMEDIATE RELEASE

Irwindale Public Library Foundation's 2nd Annual Fundraising Event
"Read Between the Vines" Intended to Raise Awareness and Donations

Irwindale, CA. (March 19, 2011) – Through its 2nd annual event, Read Between the Vines, the Irwindale Public Library Foundation is hoping to educate the public and raise awareness in the local business community of the work the Irwindale Public Library does and the services they offer. The event, to be held from April 10th through 16th at Picasso's Café, Bakery and Catering Co., coincides with the American Library Association's nationally recognized "National Library Week," an annual celebration highlighting the value of all types of libraries and librarians.

Throughout that week, Picasso's Café will be the designated drop off area for cash and book donations. Picasso's will also feature special entrees with ingredients, spices, and wines from the vines. With each purchase of these specials, Picasso's will send 10% to the Foundation. All customers who purchase a special of the day, or donate a book are additionally eligible for raffle prizes that have been donated by the Foundation and by Picasso's Café. Picasso's will also be holding a children's drawing contest for children between the ages of 5 and 12. The drawings will be of the child's favorite Picasso's Café entrée, drawn or painted in Pablo Picasso style. The winning drawing will be showcased inside the Irwindale Library. The child who wins will receive a Picasso's Café gift card to enjoy their favorite meal with their family at Picasso's. Maria DeRosa, Vice President of the Irwindale Public Library Foundation, will be donating several books from the Maui Culinary Academy. Contributions made to the Foundation, will help the Foundation assist the library through education, exposure to the arts, various workshops, and creating links between business and community.

As a small local non-profit, the Irwindale Public Library Foundation is dedicated to enhancing Irwindale's Library's leadership, innovation, and reach. Maria DeRosa, Foundation VP, stated, "A strong public library system is one key piece upon which a community builds for the future. The benefits to those who have built a relationship of learning with the assistance of libraries last a lifetime!"

"The Irwindale Public Library Foundation has added a dimension of public awareness and education that the Library could not attain alone. The strong support of the Foundation Board members is creating links between business and community through this second annual event. Plans for future community events have energized library staff and broadened our vision for the future of our services." Patricia Sullivan, MLS, Irwindale City Librarian.

The Public Library is dedicated to free and equal access to information, independent lifelong learning, and the joys of reading for our diverse community. With the Foundation's help, the library is hoping to change the future for thousands of readers in the community. The current economic climate has made the library an invaluable tool; the unemployed are able to access the Internet and families struggling to get by are enjoying free educational, art, and cultural activities.

Join members, supporters, and the community at large for an inspirational week of education through great food. To participate, donate, or help raise funds, please call Maria DeRosa, Picasso's Café, Bakery and Catering Co. at (626) 969-6100.

About Irwindale Public Library Foundation

The Irwindale Public Library Foundation was established in 2010 by far-sighted citizens who understood that a great public library would not be possible through public funding alone. The Foundation and the library have worked together, in a strong partnership, to determine where private support can have the greatest impact and at the same time, not supplant the public's responsibility for funding the basic operations of a strong library system.

About American Library Association

Founded October 6, 1876 during the Centennial Exposition in Philadelphia, the American Library Association was created to provide leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all. Our current strategic plan, ALA Ahead to 2011, call for continued work in areas of Advocacy and Value of the Profession, Education, Public Policy and Standards, Building the Profession, Membership, and Organizational Excellence.

About National Library Week

First sponsored in 1958, National Library Week is a national observance sponsored by the American Library Association (ALA) and libraries across the country each April. It is a time to celebrate the contributions of our nation's libraries and librarians and to promote library use and support. All types of libraries – school, public, academic, and special – participate.

About Picasso's Café, Bakery & Catering Co.

As the community's largest local private catering company with over 21 years of business, Picasso's is focused on providing their dining and guests in Irwindale and catering guests worldwide with quality food products and events, and consistent service at a competitive price. Picasso's is committed to sustaining local growers and is guided by ecologically – and socially – responsible food choices and continues to be a conscientious industry leader in the community by giving back through their charitable initiatives. For more information, visit www.picassoscafe.com

For more information, please contact:

Maria DeRosa
VP – Irwindale Public Library Foundation
(626) 969-6100
mauichica27@yahoo.com
<http://irwindale.ca.us/library.html>

###