

FOR IMMEDIATE RELEASE

Contact: Michelle Wendel,
Communication Services Mgr.
Victoria Public Library
mwendel@victoriatx.org
361.485.3294

VICTORIA PUBLIC LIBRARY RECOGNIZED AS A FINALIST IN THE PLAYAWAY PICTURE THIS CONTEST WITH A CHANCE TO WIN \$10,000 FOR THE LIBRARY

Victoria, TX – 11/1/10 – Victoria Public Library is thrilled to announce they are among the top 10 finalists in the nationwide Playaway Picture This Contest, giving them a chance to win \$10,000 for the library.

Out of hundreds of entries Victoria Public Library was selected as a finalist based on their outstanding participation in Playaway's patron awareness campaign. Playaways are one of the most popular new audiobook formats in the library; providing patrons the portability of a digital audiobook with the grab-and-go convenience of a physical format – creating the only all-in-one format that makes audiobooks accessible for everyone, regardless of age or ability.

Now it's up to patrons, friends, and fans of the library to vote and help them win the \$10,000 prize.

"We have been thrilled with the excitement for Playaways that has been shared by patrons and librarians alike" stated Caroline Barni, Marketing Director of Findaway World. "Giving back to libraries is a way for us to show our appreciation and contribute to all the wonderful things they are providing to their communities every day."

The success behind this contest lies in the hands of any one libraries' fan base. It all comes down to votes when online voting closes on December 17th, 2010. Information about the contest is available on the VPL website at www.victoriapubliclibrary.org.

Contest voting takes place at <http://vote.playaway.com>

About the Playaway Format

Playaway® is the simplest way to listen to digital content on the go. It comes with the audio content already pre-loaded on it and a battery to make it play. Simply plug in earbuds and enjoy. Each Playaway weighs only two ounces and has a universal accessory jack. Learn more about Playaway at www.playaway.com.

Playaway is made possible by Findaway World

Findaway World, a privately held company based in Cleveland, OH, is dedicated to delivering simple and immediate access to content listeners want or need. Their flagship product, Playaway®, is the first audio player of its kind, coming pre-loaded with premier content from leading publishers or custom content for specific audio training and education needs. Learn more about the company and product at www.playaway.com.