



MEDIA RELEASE

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Library Lovers Day

DA Information Services, Australia's full-service library supplier, has joined forces with the Australian Library and Information Association (ALIA) to spread the word about libraries on Library Lovers Day, 14 February 2008.

DA Executive Chairman, Richard Siegersma says, "We are an enthusiastic sponsoring partner of Library Lovers Day 2008 because libraries are central to the digital transformation of information delivery, and we love that".

"What a great opportunity to fall in love with something new in your library, like the Iliad, the new generation portable device that lets you read and write as you do on paper everywhere you go. At DA says, we work hard to adopt the best of what the world has to offer and we are delighted that many libraries are discovering that the Iliad's connectivity and versatility make it ideal for library lovers to access multiple ebooks and documents in a whole new way."

ALIA Executive Director, Sue Hutley, has welcomed DA's involvement in Library Lovers Day. "Like DA, Australians are devoted to libraries, and not just on one day of the year. Millions of library lovers across Australia must be right."

For more information about Library Lovers Day, a joint advocacy event organized by ALIA and Public Libraries Australia, visit www.librarylovers.org.au

For more information about the Iliad, visit <http://www.dadirect.com/iliad>

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INFORMATION FOR EDITORS

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The Australian Library and Information Association (ALIA) is the professional association for the Australian library and information services sector. It seeks to empower the profession in the development, promotion and delivery of quality library and information services to the nation, through leadership, advocacy and mutual support. ALIA represents the interest of 6,000 members, the profession and Australia's 12 million library users.

<http://www.alia.org.au>