



MEDIA RELEASE

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Library Lovers Day

DA Information Services, Australia's full-service library supplier, has again joined forces with the Australian Library and Information Association (ALIA) to spread the word about libraries on Library Lovers Day, Saturday, 14 February 2009.

DA Executive Chairman, Richard Siegersma says, "We are an enthusiastic sponsoring partner of Library Lovers Day 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 one of our new eBook Readers. We believe the future of portable reading has arrived. At DA, 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 versatility of our open access eBook Readers makes it simple for library lovers to access ebooks, newspapers and documents in a whole new way."

ALIA Executive Director, Sue Hutley, has welcomed DA's continued 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 organised by ALIA and Public Libraries Australia, visit www.librarylovers.org.au

For more information about the DA range of open access eBook Readers, visit www.dadirect.com/readers

ENDS

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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>

Issued on behalf of

Australian Library and Information Association

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