



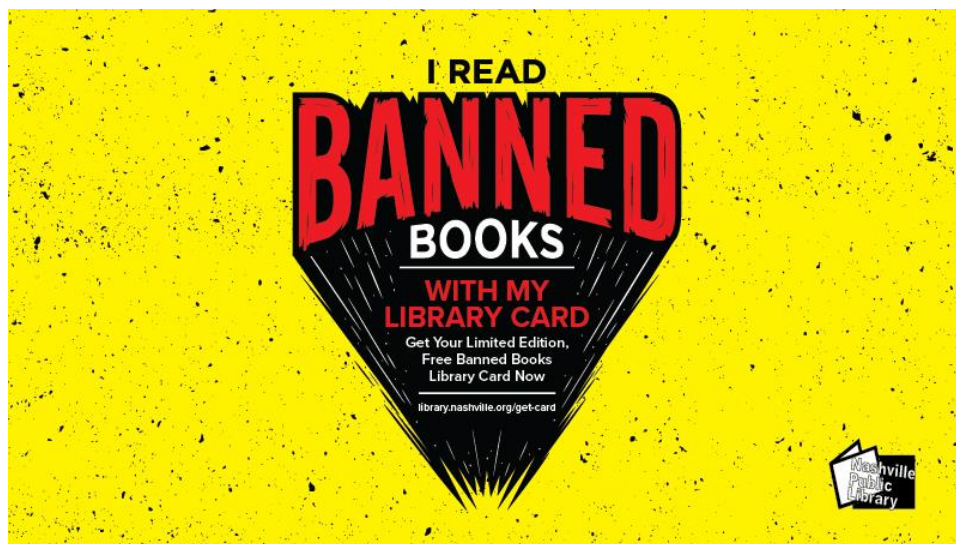
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FOR IMMEDIATE RELEASE
Friday, May 27, 2022

NPL'S "FREEDOM TO READ" CAMPAIGN ENDS WITH UNPRECEDENTED RESULTS

More than 4,200 "Banned Books" Cards Distributed in One Month



NPL's limited edition "Banned Books" card proved so popular that the Library is making it permanent. [Image courtesy of Nashville Public Library]

NASHVILLE, Tenn. – More than 4,200 Nashvillians signed up for their limited-edition "Banned Books" library card, as Nashville Public Library's "Freedom to Read" campaign ended on Thursday, May 26.

The Library has made the card a permanent offering following the community's response.

The library on April 28 launched the campaign with the goal of distributing 5,000 of the special edition cards in one month. The final result represents 84% of the 5,000-card goal — nearly double the monthly average of library card signups at NPL.

“While we didn’t hit 5,000, we came close. And — most importantly — we came together,” said Kent Oliver, director of NPL. “In fact, Nashville’s response has been so positive that we’re making the ‘Banned Books’ card a permanent feature at NPL. From now on, this design will be available for anyone who wants to sign up as a new patron or switch their current card for this design.”

Local, national and some international news media organizations covered the special campaign. Meanwhile, the Library’s website users made nearly 19,500 visits to NPL’s “Get a Card” webpage — roughly four times the average of visits NPL typically attracts.

“Count me in as a supporter of the Freedom to Read. I want a ‘Banned Books’ public library card ... and would love to read some of those recently banned books,” 94-year-old Mary S., a Nashville resident, wrote in a handwritten letter to NPL.

Additionally, nearly 100 people from outside Tennessee asked the Library to mail them the new card.

How to Get a “Banned Books” NPL Card

Patrons can get their NPL library card by either [applying online](#) or visiting [any of NPL’s 21 locations](#).

Davidson County residents can get the card free of charge, with unrestricted access to NPL’s entire collection. Existing cardholders can upgrade to the new design at no charge.

Tennessee residents outside of Davidson County can sign up for a free library card to check out physical materials, with an option to pay \$10 annually to access NPL’s digital materials.

About Nashville Public Library

With more than 2 million books, movies and music items to choose from — plus great programming and resources to improve early and adult literacy, STEAM, ESL and other key skills — NPL is Nashville’s gateway to some of the best resources our city has to offer. Every year, across our 21-location system, thousands of visitors discover how our library lives up to our philosophy: at NPL, books are only half the story.



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