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## ONE BUFFALO COMMUNITY LIBRARY CARD UNVEILED



### One Buffalo Community Library Card Unveiled

#### *PSE joins Buffalo & Erie County Public Library System in promoting educational living*

**BUFFALO, N.Y. (October 5, 2016)** Today's libraries are more than just books. They are about community. That message was reinforced this morning when Pegula Sports and Entertainment (PSE), Buffalo Mayor Byron Brown and the Buffalo & Erie County Public Library System unveiled two newly branded One Buffalo Community Library Cards – one for children and one for adults. For a limited time, the library cards are available at any of the 37 Buffalo & Erie County Public Libraries and online. They are free for Erie County residents and those who work or go to school in the county.

"Our local libraries have a wonderful way of bringing people together just like our hometown sports teams do," said Library System Director Mary Jean Jakubowski. "We are so excited to partner with the highly regarded Pegula organization. We anticipate these One Buffalo branded new cards will attract patrons of all ages who want to take advantage of the variety of free services and resources available in our libraries that promote reading and learning as a way to succeed."

"Supporting the One Buffalo Community Library Card gives the Bills and Sabres another way to connect to our passionate fans," said Brent Rossi, PSE's executive vice president of marketing and brand strategy. "PSE's goal in One Buffalo is to take a leading role in promoting community initiatives that make a positive impact on Western New York. This campaign promotes educational living and gives the public another way to show pride in their community."

Celebrating 180 years of book borrowing, the Buffalo & Erie County Public Library System has approximately 300,000 library cardholders. Benefits of a library card include borrowing of printed materials as well as eBooks, audio books, music, CDs, and DVDs. Libraries have free WiFi, computer training, multi-language databases, career and business resources, job clubs, early literacy tools for school readiness, family programs, author lectures, health fairs and much, much more.

Buffalo Mayor Byron W. Brown, Billy Buffalo from the Buffalo Bills and Sabretooth from the Buffalo Sabres joined Reada Book Owl from the Library to be the first in line for a new library card!

Library cards are available in all libraries and applications can be downloaded from [www.BuffaloLib.org](http://www.BuffaloLib.org). Proof of residency is required. A parent/guardian with identification must accompany a child to obtain a card. For more information visit your local Buffalo & Erie County Public Library, call 716-858-8900 or visit [www.BuffaloLib.org](http://www.BuffaloLib.org). You can follow the Library on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [Flickr](#).

The One Buffalo Community Library Card furthers Pegula Sports and Entertainment's commitment to literacy in the Western New York community. Since the 2013-2014 NHL season, the Buffalo Sabres have worked with the Buffalo & Erie County Public Library System on a community-wide Winter Reading program, an incentive-based initiative that promotes youth literacy through reading goals and prizes. The initiative has included highly popular reading events at the downtown Central Library featuring Sabres players. The Sabres Foundation has been involved in supporting Summer Reading initiatives, while the Buffalo Bills have supported additional fundraising events for the Library System.

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