



Beverly Perdue, Governor

Linda A. Carlisle, Secretary

North Carolina Department of Cultural Resources

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News Release

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## **Talented Musician - State Spokesperson for Library Card Sign-up Campaign**

(RALEIGH, N.C.) – Beaux Foy, frontman for internationally touring, indie rock band Aerial Down, wants North Carolinians to rock their library. He sees libraries as a “way to kick-start the imagination, find inspiration, and create expression; the library is a place for the young and young at heart, a place to exercise our minds and stay mentally fit.” Foy is serving as the spokesperson for North Carolina’s smartest card campaign, encouraging all North Carolinians to visit their libraries and sign up for a library card.

Recent studies show that library use has increased dramatically as the economy sags – both the young and the young at heart are exploring their library. A recent Harris poll revealed that 68% of Americans have library cards. Libraries serve both as a knowledge center and a provider of programs, exhibits, classes, reading groups, materials and online resources. The library is a center of lifetime learning, and benefits everyone who visits or uses their online resources.

Mary Boone, State Librarian, hopes all North Carolinians will take this opportunity to explore their libraries and get the smartest card – their library card. “Beaux Foy is an excellent spokesperson, passionate about his community and excited about sharing with his fellow North Carolinians information about all the wonderful resources available at their libraries. He feels strongly about the importance of reading and will appeal in particular to the tween and teen demographics.” The State Library of North Carolina is coordinating the campaign effort statewide by offering library support and promotional materials to encourage residents to sign up for a library card and discover their libraries. The library card sign-up campaign will be launched on Monday, August 22 at the McGirt-Horton Library Branch in Greensboro.

The State Library of North Carolina is an agency of the Division of State Historic Sites in the N.C. Department of Cultural Resources, the state agency with the mission to enrich lives and communities, and the vision to harness the state's cultural resources to build North Carolina's social, cultural and economic future. Information on Cultural Resources is available 24/7 at [www.ncculture.com](http://www.ncculture.com).