**Library logo** Logo

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**FOR IMMEDIATE RELEASE**

**Cutting-Edge Immersive Reality Books Captivate Young Students**

**Library name** now offers IR Books to all its patrons

**CITY, State – Month Day, Year** – Parents and other caregivers are always looking for ways to make learning fun and engaging for the children in their care. Thanks to a new offering from **Library name**, they won’t need to look far!

Immersive Reality (IR) Books combine cutting edge Virtual Reality and Augmented Reality technology with traditional children’s books. The first of their kind, IR Books redefine the learning experience and allow children ages 4-14 to “read it, see it, and live it.” With IR Books, young readers can find themselves floating in outer space, swimming with great white sharks, or skimming along the Great Wall of China –while learning about astronomy, zoology, and geography.

**Library area** residents can access these exciting new Immersive Reality Books for free. All they need is a library card and a free app that’s available for both iOS and Android. Exploring new worlds is as simple as checking out an IR book, downloading the app, and popping on a set of goggles!

**[Add a quote from a Library staff member or patron about their or their children’s experience with IR Books here]**

IR Books have already won awards from parents’ groups, including the 2021 National Parenting Product Award in both their Best Books and Best Apps for Kids and Families categories. The product has also been named a 2021 Mom’s Choice Award winner for best Apps and Software. Evaluators for these awards are impressed, commenting that “I absolutely loved everything about this product. The books are filled with information and interesting facts and the app is innovative and exciting” and “I think kids will be excited to explore these and learn more on a particular subject.”

Visit **Library website URL** for more information – and to get the adventure going.

**About Library name**

Add boilerplate description

**About Library Ideas**

Library Ideas is a global media company with an unwavering focus and desire to provide innovative digital solutions and ideas to libraries around the world. We proudly distribute e-content, design and build our own innovative products, and directly handle customer service to ensure optimal satisfaction. Established in 2008, by several publishing executives, Library Ideas® has over 5,000 customers in over 20 countries around the world. In 2011-12, Library Ideas® was named to the EContent 100 as one of the companies that matters most in the delivery of e-content. The company has offices in Fairfax, Virginia and Chattanooga, Tennessee.

Contact:  
Library contact name

Library name

Phone number

Email address

**Email template for sending out press releases**

Dear (name),

My name is (your name). I’m the (job title) at (library name).

We wanted to pass along the press release below and check whether (news outlet name) is interested in covering it? We’d love to alert your audience to this exciting new offering. We are happy to provide an interview with one of our library representatives if you’re interested.

Please let me know!

Thanks,

(Your name and sig file)

[Insert press release here]