**Library logo** 

**FOR IMMEDIATE RELEASE**

**All-New Picture-Book App Entrances Young Users**

**Library name** offers iVOX to all of its users

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

iVOX is a children’s book app which uses the latest in storytelling technology to delight and engage curious young minds. Children ages 2-10 can follow along with a story while interacting with its characters and scenes—immersing them in the narrative like never before.

**Library area** residents can access these exciting new “books that move!” for free. All they need is a library card. iVOX is available online through any browser or through a free app that’s available for iOS, Android, and Kindle Fire. After accessing iVOX through the web or the app, they just need to select a book to bring it to life.

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

iVOX has already garnered awards from parents’ groups. iVOX won 2021 National Parenting Product Awards for Best Apps for Kids and Families, and was named a 2021 Mom’s Choice Award winner for best Apps and Software. Evaluators for these awards have been blown away, commenting that iVOX “encourages reading and the enjoyment of books, supporting imagination, and play” and that “This is wonderful. The books are developmentally age-appropriate. the graphics are beautifully done as well. This will engage kids.”

Visit **Library website URL** for more information – and to get the magic 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]