



Media Release

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Evansville Regional Airport supports local library

New monthly storytime event at the airport launches this summer

FOR IMMEDIATE RELEASE

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EVANSVILLE, Ind. – This summer, Evansville Regional Airport kicks off the start of “Second Saturday Stories,” a new partnership between the airport and Evansville Vanderburgh Public Library.

Every second Saturday of the month, beginning on June, 10, 2017, at 10 a.m., children and their family members will have the opportunity to experience storytime at the airport. Attendees will enjoy listening to stories, singing songs, movement, robotics and creating art about airplanes and all things aviation, while gazing out of the airport’s glass windows to catch a glimpse of the real thing.

In addition to an overlying aeronautical theme, there will also be other non-aviation children's books and activities integrated into the program each month designed to promote a literacy-rich experience, maintaining the participant's interest and exposing them to various genres of books and ideas in a creative, non-traditional learning and storytime setting.

"Evansville Regional Airport is committed to the communities in which we serve by actively creating partnerships to support area youth, education, community and culture," said Leslie Fella, Evansville Regional Airport Marketing Director. "We are delighted to partner with Evansville Vanderburgh Public Library to further promote a culture of reading and knowledge transfer, while also providing families with healthy, enriching activities through the Second Saturday Stories initiative."

Fella said that library programs, such as storytime, encourage parents and guardians to play greater roles in their children's literacy development.

"Storytime is a key component to the library's literacy strategy – the natural learning events bring families together and help parents foster a lifelong love of books and reading in their children. The airport is thrilled to be a part of such an impactful program." said Fella.

Heather McNabb, Evansville Vanderburgh Public Library Engagement & Experience Officer, said the library is extremely pleased and grateful that the airport supports literacy and the library's mission to inspire individuals and enrich the community.

"Partnering with EVV allows us to extend early literacy education into a unique community space. This program will build intellectual and cultural capital by featuring an aviation-themed story each month," said McNabb. "We are delighted to be working with the Evansville Regional Airport to offer children and families a new kind of library experience."

Second Saturday Stories will launch in correlation with EVPL's summer reading program, which is aimed at promoting literacy development and countering summer slide. And as part of the literacy focused partnership, EVV will also donate new aviation-themed children's books to expand the libraries' collections to further encourage children to visit the library, fall in love with reading and elevate interest in aviation, air travel and aeronautical studies and careers.

"Evansville Vanderburgh Public Library offers community epicenters via their eight library branches, fostering reading, life-long learning experiences and economic vitality," said Fella. "We aspire to stimulate awareness and use of our home county's library through synergized partnerships and programs like Second Saturday Stories."

Second Saturday Stories targets children ages 3-8. Library staff will coordinate the programming and present the stories. Pre-registration is not required to attend, and free airport parking passes will be provided to cover the hour of the event. Books and t-shirts will be provided as incentives to visit each month – frequency cards will be available at storytime.

For more details around Second Saturday Stories, visit www.FlyEVV.com.

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About Evansville-Vanderburgh Airport Authority District (EVVAD)

Evansville Regional Airport is served by American Airlines, Delta and United, which connect passengers to hundreds of competitive-priced domestic and international destinations daily via direct flights to five top-rated hub cities – Atlanta, Charlotte, Chicago, Dallas and Detroit, and by Allegiant, which offers low-cost, nonstop flights to Orlando/Sanford. Evansville Regional Airport generates more than \$900 million in economic benefits annually, per the Economic Survey completed by the Aviation Association of Indiana in 2012. For more information, visit www.flyevv.com www.facebook.com/EVVairport www.twitter.com/FlyEVV.

About Evansville Public Library (EVPL)

The Evansville Vanderburgh Public Library consists of Central Library and seven branch libraries located throughout Evansville and Vanderburgh County. The EVPL serves the needs of the residents throughout Vanderburgh County through a large collection of books, periodicals and non-print items, along with electronic resources such as an online catalog, electronic databases, and downloadable audiobooks. The library's focus is towards creating experiences, opportunities and an atmosphere for lifelong learning. For more information, visit www.evpl.org.