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**RAPIDES PARISH LIBRARY – WESTSIDE REGIONAL BRANCH – AWARDED \$10,000 AS
THE GRAND PRIZE WINNER OF THE PLAYAWAY PICTURE THIS! CONTEST**

Cleveland, OH – January 10, 2011 - Findaway World, the creators of Playaway®, is thrilled to announce the winner of the *Playaway Picture This!* Contest – Rapides Parish Library – Westside Regional Branch in Alexandria, LA.

“I’m very proud of our creative staff. This will give us greater opportunities to market Playaway in particular and the Library in general,” stated Steve Rogge, Director of Rapides Parish Library.

Out of hundreds of entries, 10 finalists were selected and then the nationwide voting ran from November 1st through December 17th. Finalists reached out to their communities – and even national media vehicles – to get attention and, more importantly, get votes! In total, over 77,000 votes were cast, garnered by hundreds of Facebook and Twitter posts, emails, local media hits and a variety of social media efforts including custom-made YouTube videos.

“There were many winners in the Picture This! Contest,” stated Caroline Barni, VP of Marketing for Findaway World. “While the \$10,000 prize has gotten a lot of attention, the thousands of libraries who have received free marketing materials from our Circulation Station program are seeing circulation numbers for Playaway escalate – and this has spread the winning feeling across many systems throughout the country!”

Playaways are one of the most popular new audiobook formats in the library; providing patrons the portability of a digital audiobook with the grab-and-go convenience of a physical format – creating the only all-in-one format that makes audiobooks accessible for everyone, regardless of age or ability.

A close voting race to the finish, only 175 votes separated the top two finalists in the end. The top three runners-up, Stow-Munroe Falls Public Library, Morton Grove Public Library, and Everett Public Library will also receive Playaway collections valued at \$1,000. Contest winner details and photos are posted at <http://vote.playaway.com>

About the Playaway Format

Playaway® is the simplest way to listen to digital content on the go. It comes with the audio content already pre-loaded on it and a battery to make it play. Simply plug in earbuds and enjoy. Each Playaway weighs only two ounces and has a universal audio jack. Learn more about Playaway at www.playaway.com.

Playaway is made possible by Findaway World

Findaway World, a privately held company based in Cleveland, OH, is dedicated to delivering simple and immediate access to content listeners want or need. Their flagship product, Playaway®, is the first audio player of its kind, coming pre-loaded with premier content from leading publishers or custom content for specific audio training and education needs. Learn more about the company and product at www.playaway.com.

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