



FINDAWAY WORLD

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

CHUH Library: Sheryl Banks sbanks@heightslibrary.org

Findaway World: Caroline Barni cbarni@findawayworld.com

Findaway World Gives Back to a 'Noble' Cause with Local Library Library Re-Opening Receives Helping Hands in Noble Neighborhood

Cleveland, OH – May 5, 2011 – On Thursday, May 5th more than employees of Findaway World, collectively and fondly called Findawayers, will spend their day helping to put some of the finishing touches on the Heights Libraries Noble Neighborhood Branch, scheduled to re-open on May 15th after having closed temporarily last Fall to accommodate the renovations.

Through collaboration with the staff of Heights Libraries, the Findaway Gives Back Team has been planning a variety of finishing touch projects to help prepare the Noble Neighborhood branch for its big debut, including a colorful mural that will lead to the new children's area, assembling children's furniture, and updating an herb garden and landscaping around the building.

"Our company would not exist today without the support – and relentless innovation – of thousands of libraries across the country," states Mitch Kroll, co-founder and CEO of Findaway World. "Supporting Heights Libraries and a branch that will enhance an entire community with resources and technology is a perfect fit for delivering on the mission of this program."

While maintaining its classical architectural feel, Heights Libraries wanted to update the library's floor plan and offerings to better service its patrons. Key elements of the overall renovation include:

- A new, centralized Information Desk and open floor plan
- Expanded Children's and Teens sections
- Increased access to technology, doubling the number of computers in the library
- An entrance from the rear parking lot
- A new, high-efficiency heating and ventilation system
- A main level bathroom
- Landscaping and lighting
- The second phase of the renovation later this year will include preservation of the building's exterior

"We have been thrilled to have the support of the community, including the Gives Back Team of Findaway World, to turn our vision for a more user friendly and functional library in the Noble Neighborhood while maintaining the historical significance of the environment." said Heights Library Director Nancy Levin.

On Sunday, May 15th Heights Libraries will welcome the community from 2:00-4:00pm for the Grand Re-Opening Open House, with full services beginning on Monday, May 23rd at 1:00pm. To view more details about the Noble Neighborhood Library Branch, the renovation project, and a schedule of library activities visit www.heightslibrary.org.

Under a company-wide initiative to support community spirit and volunteerism, Findaway World's Gives Back Team leads events several times a year in Northeast Ohio to provide fellow Findawayers with a way to help out and give their time, skills and effort to the particular organization that needs helping hands in Northeast Ohio. In addition to the Findaway Gives Back Team, Sign-A-Rama of Mayfield Heights contributed to the mural printing and installation for the Noble Neighborhood Library Branch Re-Opening project. To learn more about Findaway World visit www.findawayworld.com.

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Findaway World Gives Back to a 'Noble' Cause with Local Library (cont'd)

About Findaway World

Findaway World, creators of Playaway® and Playaway View™, is a private company based in Cleveland, Ohio dedicated to delivering simple and immediate access to digital content. To learn more about the company, its innovative products and findawayers visit www.findawayworld.com.

About Findaway World Gives Back

Findaway Gives Back is a program created at Findaway World in 2009 as a platform for the company and employees to give back to the community. Through this program, employees of Findaway World, known collectively as Findawayers, participate in two company-wide Gives Back events, sponsored by the company, and are given eight hours of paid company time to participate individually in causes they choose each year. Since its creation, Findaway Gives Back has organized and participated in 3 major community service events (October 24th 2009: Salvation Army- Zelma George Family Shelter, May 14th, 2010: Cleveland Sight Center, December 11, 2010: Beech Brook).

The Findaway World Gives Back team is pleased to have selected the Cleveland Heights University Heights Noble Road Branch renovation and reopening as its first company-wide project for 2011.

About Heights Libraries

Heights Libraries began its mission to serve the community in 1921. We have grown and expanded significantly in the intervening years, but our founding ideals of providing outstanding library services, staff, and facilities has not changed. Our customer's needs are our first priority. Our goal is to anticipate and fulfill those needs to provide our customers with a unique and rewarding library experience. We strive to be a community gathering place, and provide an environment where all are welcome. Please visit any of our four locations and experience being a part of this vibrant and diverse community. www.heightslibrary.org
