

For immediate release

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Halton Hills Public Library Wins Minister's Award for Innovation *Sustainable wooden library cards embraced by patrons*

HALTON HILLS, ON –Halton Hills Public Library today announced it has received the **Minister's Award for Innovation** for its uniquely designed, [sustainable wooden library cards](#).

[The Minister's Award for Innovation](#) recognizes “successful new approaches that demonstrate a positive impact in a community and are of continued value to public libraries.”

Available in two attractive designs, the wooden cards are made from Nordic Birch harvested from sustainably managed forests and are 100% PVC free.

The cards are manufactured by Sustainable Cards, the world's leading wooden card manufacturer specializing in the most earth-friendly cards in the industry. Produced using small amounts of energy (30% less energy than plastic cards) and without hazardous chemicals or additives in the process, the library's wooden cards are **the greenest cards available**. The sustainable cards are available at any library service desk at both the Acton and Georgetown Branches and are free of charge for new patrons.

“We are thrilled to receive this award, which is a reflection of the energy and enthusiasm our staff put into the design, production and implementation of a product patrons would be proud to use. We have long committed to sustainability; from our two beautiful branches which received Silver and Gold LEED certification and our extensive collection on ‘green living’ to these sustainable cards,” said Geoff Cannon, Director of the Library. “What better way to share our environmental dedication with our community than to incorporate it into the most important library tool that is used every day.”

Cannon also announced that the library will soon launch a new sustainable card design celebrating Canada's 150th anniversary.

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Mayor Rick Bonnette shares the commitment to reducing the Town's carbon footprint and has been a strong supporter of the Library's environmentally green initiative.

"Our pledge to sustainability resonates through everything we do in the Town of Halton Hills. This promise to exemplify environmental stewardship is evidenced by our Integrated Community Sustainability Strategy, implemented in 2013 and designed to keep Halton Hills a champion of the environment for years to come. Halton Hills Public Library has always done us proud; we are thrilled for their achievement and grateful to the many citizens of Halton Hills who have embraced the sustainable cards."

To date, over 500 sustainable cards are in circulation; contributing to a 58% increase in new card registration.

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About the Halton Hills Public Library

The Halton Hills Public Library (HHPL) provides free access to best-selling books, eBooks and eReaders, newly released DVDs, CDs and more. Professionally-trained Library staff go beyond Google in the search for information. Every week, approximately 2,220 people come through the Library's doors, in addition to the more than 3,000 who visit electronically. For more information on programs, services, hours of operation and access to the online catalogue, visit www.hhpl.on.ca.

For more information:

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