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Introducing the I Love My Library Card: Dual-use Library Card/Debit Card

SirsiDynix launches library debit cards in Illinois, Mississippi, and Maryland

LEHI, UTAH (September 11, 2014)—SirsiDynix is pleased to announce the launch of the “I Love My Library” card, a fully functional library card that doubles as a Visa debit card. Designed to benefit both libraries and their patrons, the groundbreaking card was created by SirsiDynix in partnership with Visa and Card Limited. Illinois’ Lansing Public Library and Mississippi’s Lamar County Library System launched the card on Aug. 15, with Maryland’s Frederick County Public Libraries most recently launching the card on Sept. 5.

“We’re thrilled about the potential of the Library Visa Card,” said Eric Keith, SirsiDynix VP of Marketing and Strategic Alliances. “Libraries play crucial roles in the education of their communities and the I Love My Library card presents an ideal opportunity for libraries to promote financial literacy in a meaningful way. Without access to credit or debit cards, a considerable segment of our population is unable to fully participate in our economy. We’ve worked hard to make these cards low cost, low fee, and safe for any library patron to use. We’re excited to offer a solution that financially benefits both libraries and their users.”

Part of SirsiDynix’s Community Funded Services, the I Love My Library card is designed to foster financial responsibility from library to patron, parent to child, and business to business. Acting as a library card until a cardholder decides to activate it, the I Love My Library card brings financial confidence to library patrons and increased patron support for their libraries. With each FDIC-insured, fully functional debit card comes safety and convenience for its user. In return, libraries receive funds for every card registered and used.

“As the momentum continues to grow we will start to see a lot of library users taking advantage of the card’s many features,” said Justin Swain, End Users Services Consultant at SirsiDynix. “Not only does this program provide tremendous benefits to both library and patron, but as we partner local businesses, the I Love My Library Card will facilitate a strong community relationship where both merchants and the library are supporting and strengthening each other.”

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About Community Funded Services

Community Funded Services provide libraries with the programs and products they need to ensure user comfort and convenience. By granting communities expanded access to materials, flexible payment options, and other services, Community Funded Services eliminate user dead ends and provide users with the convenience they’ve come to expect. These services not only reaffirm the library as the first stop for resources and information, but also provide ways to raise additional funds for expanding library programs and needs.

About SirsiDynix

SirsiDynix connects people with knowledge at more than 23,000 libraries around the world. Through library management technology and search and discovery tools, libraries using SirsiDynix technology bring relevant resources and the power of knowledge to their users and communities. SirsiDynix technology is architected to be open, scalable, and robust, offering a complete out-of-the-box solution and unparalleled flexibility through APIs and web services. Complemented by the most experienced training, consulting, and support staff in the industry, SirsiDynix helps libraries create tomorrow's libraries, today. www.sirsidynix.com