

FOR IMMEDIATE RELEASE

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MEDIA CONTACT:

Jeanette Lundgren
Executive Director
CW MARS
jlundgren@cwmares.org
508-755-3323

Linnea Sheldon
Community Relations & Communications Manager
Worcester Public Library
lsheldon@mywpl.org
508-799-1654



CW MARS Rolls out New eCard to Help Promote Digital Equity

CW MARS recently rolled out an electronic library card (eCard) to allow patrons without a library card fast access to electronic collections. The CW MARS eCard makes library content more accessible for patrons who have difficulty physically getting to the library or who primarily borrow electronic content.

“We want to make sure all residents have access to library content,” said CW MARS Executive Director Jeanette Lundgren. “The *eCard* aims to do just that by allowing our patrons to access library content from the comfort of their own home.”

Thanks to the Worcester Public Library’s membership in the CW MARS Library Network, Worcester residents without a library card can now sign up online for an eCard to start accessing WPL’s eContent today.

eCards give Worcester residents access to over 170,000 eBooks, audiobooks, and magazines as well as access to local eContent. At the Worcester Public Library, this includes a large selection of databases, *Consumer Reports*, language learning, professional tutoring, newspapers including the *Worcester Telegram & Gazette*, and much more.

During the pandemic, libraries have seen an increase in the usage of electronic materials. CW MARS continues to see checkouts of electronic materials climb. In fiscal year 2021, there were over 1.9 million checkouts on eContent, which was 24% higher than the previous fiscal year.

eCards can be upgraded to a full library card, which allows patrons to borrow and place holds on physical materials, by visiting their local CW MARS library. For more details and to apply for an eCard visit www.cwmars.org/card. For a full list of libraries, see www.cwmars.org/memberlibraries.

CW MARS was founded in 1984 to promote the sharing of resources between libraries in Massachusetts. CW MARS is the largest library network in Massachusetts and is made up of 155 member libraries with 180 branches throughout Central and Western Massachusetts. Learn more about CW MARS at www.cwmars.org.

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