



## News Release

For immediate release

### **Essar Steel Algoma Inc. gives the *Your New Library* Campaign a Milestone Gift**

(Sault Ste. Marie, ON July 26, 2012) Library Board and staff, City and Essar representatives gathered today in the future home of the Korah Branch of the Sault Ste. Marie Public Library for an exciting announcement and \$35,000 cheque presentation from Essar Steel Algoma Inc. This milestone gift represents the largest single donation to the *Your New Library* campaign bringing the total raised just shy of the \$93,000 mark.

“The Library Board and the *Your New Library* fundraising committee are very honoured to be selected to receive funding through the Essar Community Investment Fund,” stated Chris Rous Library Board Chair. “This donation is a welcome addition to the thousands of dollars raised to date to help furnish, equip and stock *Your New Library*.” The City of Sault Ste. Marie and the Ontario Government funded the construction of the Library portion of the West End Community Centre at an estimated cost of \$1.6M which includes approximately \$109,000 for finishings, furnishings, equipment and collections.

In October 2011 the Library Board began its *Your New Library* campaign to augment the existing funding to ensure that the new library would be sufficiently furnished, equipped and stocked on opening day. In nine months the Campaign has resulted in successfully raising \$93,000 which almost matches the \$109,000 the City has provided towards finishings, furniture and equipment for the new library.

Of the funds raised to date 66% come from individuals or local corporations. The Library Board is extremely pleased to see the wide range of community support for this new library branch and all who have given will receive appropriate recognition. Those who give \$100 or more will be recognized on a donor wall that will be on permanent display in an appropriate location within the new Korah Branch. Those still wishing to give to the *Your New Library* campaign are encouraged to do so but once the donor wall is completed no new entries will be added, says Rous. To ensure your name gets on the donor wall it is recommended that you make your donation within the next week or so. For more information on the *Your New Library* campaign pick up a brochure at any library location or visit [www.ssmpl.ca](http://www.ssmpl.ca) and follow the links to *Your New Library* campaign.

“It is fitting that the Essar Steel Algoma gift as the largest donation be given special recognition” say Rous. In recognition of this milestone gift, the Library Board has named the Branch’s multi-purpose meeting room in Essar’s honour. The name of this room was unveiled today and it shall be named the “Essar Community Room”.

“This room will act as a community gathering place,” states Elizabeth Rossnagel, Sault Ste. Marie, Public Library CEO, “allowing residents from across the City to enjoy library programs of interest to every age, assist residents to engage in civic and community events and be an affordable alternative to renting a room for meetings and gatherings of every ilk. The Essar Community Room will be furnished and equipped with state of the art technologies to increase the room’s functionality.”

The donation comes through Essar Steel Algoma’s \$5 million Community Investment Fund, providing corporate contributions to community charities, foundations and non-profit initiatives. CEO Jim Hrusovsky states, “Through the Fund, we support initiatives that provide a sustainable benefit by adding measurable value to community life. The new Korah Branch embodies Essar’s strong belief in the pursuit of knowledge, it facilitates life long learning for our employees and their families and delivers meaningful community programming with modern amenities. “

Hrusovsky goes on to say, “The Branch itself is situated in the west end of town where Essar Steel Algoma has deep roots. It is in close proximity to the Steelworks and our neighbours, and for this reason it is particularly endearing to us. Housed within a multi-use facility like the West End Community Centre, we believe the melding of leisure pursuits like sport and reading will bring youth, seniors, families and neighbours together, promoting greater interaction and building a strong social fabric. The varied functionality of the Community Room is limitless and we’re proud to lend our name to such a welcoming space.”

The Sault Ste. Marie Public Library Board would like to express its gratitude to Essar Steel Algoma Inc. for their support in helping to furnish, equip and stock the new library and of equal importance, assisting all within the community to benefit for years to come from what this new library will have to offer.

A sneak peak in the new library facility showed that some of the new furniture has already started to arrive. Now the Library is patiently awaiting the arrival of the shelving, which needs to be in place before the move to the new Korah Branch can start. To facilitate the move, Rossnagel advises “the Korah Branch library on 2<sup>nd</sup> Line will need to be closed for up to seven days. The public will be given advance notice of the closure and how they can continue to receive library service through the Main Library and Churchill Branch.” It is anticipated the new Korah Branch will be open by Friday September 7, 2012 at the latest. The Library Board thanks all who have helped thus far to make the new Korah Branch a reality and looks forward to serving the residents of Sault Ste. Marie from this state of the art facility.

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