



## FOR IMMEDIATE RELEASE

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### **New Braunfels Public Library Adds Online Music, Magazines and Movies for “Love My Library” Month**

**New Braunfels, Texas** — With the introduction of three new online resources — *Freegal Music*, *Freegal Movies* and *Zinio* — the New Braunfels Public Library will vastly increase the digital content it offers library patrons starting February 1st, as part of “Love My Library Month.” *Freegal Music* and *Freegal Movies* allow patrons to access online music and movies, while *Zinio* provides access to digital editions of popular magazines.

*Freegal Music* is a downloadable collection of 7 million songs, including music by artists in the catalog of Sony Entertainment. Once patrons logon to their library account, they may download up to three songs per week with no DRM (digital rights management) restrictions, and no software to download. They also will be allotted three hours of digital music streaming per day and will be allowed to create their own music playlists. Downloaded music files do not expire and are compatible with pcs, macs, iPods, iPads, smartphones and other MP3-compatible devices.

*Freegal Movies* is a streaming video service with movies in a variety of genres. As with *Freegal Music*, patrons access *Freegal Movies* by logging on to their library account, and may view up to three movies per week. There are thousands of feature films to choose from, in a variety of genres, as well as episodes of television programs. At present most movies available through *Freegal Movies* are not new releases, but a year or two out of the theaters, though this is expected to change in time. New content is added each month.

*Zinio* is an online distribution service for digital magazines, accessible to patrons through the library’s website. Using *Zinio*, patrons may download popular magazines to their computer or smart device, without holds, checkout periods or limitations on quantities. Once patrons log-in and set up an account, they may select magazines of their choosing, and receive notification when the next issue is released. The library will offer twenty one magazines initially through *Zinio*, though the number of magazines the library offers in digital format is expected to grow over time.

“Love My Library Month’ is time when we tell the community what we do. It gives us a chance to spotlight the library and its services. This year we’re offering three superb new digital resources. It’s a way for us to keep pace with our patrons’ needs, which are gravitating toward digital content. With *Freegal Music*, *Zinio*, and *Freegal Movies* we’re offering people access to the kinds of digital content they want, and we help

them to get it simply by being a New Braunfels Public Library cardholder,” commented Library Director Gretchen Pruett. “Online music, magazines and movies are the kinds of content people seek on their own— now they can get it at no cost through us. This is an area of growth for us, and we’re trying hard to anticipate the community’s needs and be on the cutting edge, as well. We are very pleased to be the first library in Central Texas to offer digital music streaming.”

The three new online resources — *Freegal Music*, *Freegal Movies* and *Zinio* — will be featured prominently on the library’s website at [www.nbtexas.org/library](http://www.nbtexas.org/library). Patrons will need to use their library card number and password to access these resources.

For more information about *Freegal Music*, *Freegal Movies* and *Zinio*, please call 830-221-4300.

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