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**Sussex County
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News Release

Sussex County unveils newly redesigned, renamed library on wheels

Georgetown, Del., June 26, 2012: Sussex County's rolling library has a new look and a new name, but underneath it's the same great product that thousands of children and adults have come to enjoy over the years.

Sussex County library officials took the wraps off a newly designed, and renamed, Sussex County Mobile Library on Tuesday, June 26, 2012, on The Circle in Georgetown. Formerly known as the Sussex County Bookmobile, the Thomas Built Bus is kicking off its summer reading campaign, and was on display in front of the County Administrative Offices building this week for County Council members and the media to get a sneak peek.

The Mobile Library sports a new look showcasing landmarks and events across Sussex County, including the Sussex County Courthouse in Georgetown, the Rehoboth Beach Boardwalk, and the Ross Mansion in Seaford. Gone is the bland beige color scheme, replaced with vibrant color photos and large lettering.

Library officials said the redesign is part of an \$11,700 overhaul of the 12-year-old vehicle that included a new exhaust system, new carpeting and other modernizations. In tech parlance, consider this Bookmobile 2.0.

"We wanted to rebrand the bookmobile and make it more relevant, more representative of what it does and who it serves," said Kathy Graybeal, director of the Sussex County

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Department of Libraries, which manages the Mobile Library. “The Mobile Library is more than just books. There are audiobooks, DVDs, and other media – the same great resources you would see in a bricks-and-mortar library. And since it travels all across the County, we thought it should ‘look’ like Sussex County.

“This is a rolling billboard for our county, so what better way to advertise the Mobile Library and the locations it serves than to show some of the great places and events that make Sussex County so special?” she added.

Graybeal said the improvements, including a generator replacement last summer, were necessary to keep the vehicle in good working condition and road-ready for years to come. It’s the first major overhaul of the unit since going into service in 2000.

Funding for the improvements was provided through a Delaware Division of Libraries grant shared by County library administration, its three branches, and the 11 independent libraries.

The Mobile Library travels throughout Sussex County year-round, making stops at senior centers, day-care facilities and other sites where either a community library is not present or where a large group of individuals can be easily served. The Mobile Library has a circulation of approximately 2,200 items, from books and periodicals to movies and audio programs.

County Council President Michael H. Vincent said the redesigned Mobile Library looks like a brand new vehicle. But beneath the veneer, it’s the content – and the dedicated professionals – that make the Mobile Library a great service for Sussex County.

“This is an essential service for so many people in our community, especially our children and senior citizens,” Mr. Vincent said. “We’re proud to be able to offer it, and we hope people will see this and be drawn to use it, or their local libraries, to expand their knowledge.”

For the Sussex County Mobile Library’s schedule, visit www.sussex.lib.de.us/libraries/sussex-county-mobile-library or call (302) 855-7893.

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