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To: Toronto Public Library Board – May 12, 2003

From: City Librarian

Subject: **Toronto Public Library Contribution to Package for Newborns**

Purpose:

To report to the Toronto Public Library Board on the status of the provision of a children's book from the Library as part of a package provided by the City of Toronto for newborn babies.

Funding Implications and Impact Statement:

The cost to the Library of reprinting the children's book will be \$26,000. This cost will be covered through the 2003 operating budget for library materials.

Recommendation:

It is recommended that the Toronto Public Library Board receive the *Toronto Public Library Contribution to Package for Newborns* report for information.

Background:

For several years, the Toronto Public Library has participated in a package of information provided by the City of Toronto for parents of newborn babies. The Library's contribution has included a brochure of branch hours and locations as well as a children's book.

The supply of books purchased for this project has been exhausted. Further, we were advised by the City that participating agencies were to include only one item for 2003. As a result, it was initially decided to include the library's hours and locations brochure only in 2003.

In response to Councillor Chow's request to include a children's book as well, we have been in contact with the publisher concerning the feasibility of reprinting the book. The publisher has agreed to participate in this project once again. 40,000 copies will be printed at a total cost of \$26,000. This cost will be covered through the library materials budget.

Comments:

The continued provision of a children's book in the City of Toronto "Welcome Baby" package will promote library use and family literacy. The book has been well received by parents in the past and helps promote reading to young children.

Conclusion:

The new "Welcome Baby" package including the children's book, will be ready for distribution by June 2003.

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City Librarian

List of Attachments:

Not applicable.