



HERSHEY | NEW YORK

**Contact:** Megan Childs  
**Title:** Marketing Communications Coordinator  
**Address:** 701 E. Chocolate Ave., Hershey, PA 17033  
**Email:** [mchilds@igi-global.com](mailto:mchilds@igi-global.com)  
**Tel.:** 717-533-8845 x148  
**Fax:** 717-533-7115  
**Web:** [www.igi-global.com](http://www.igi-global.com)

**FOR IMMEDIATE RELEASE**

## **New Collaborative Aids Librarian Support of Technology, Creating Global Knowledge Partnership**

**HERSHEY, PA – February 16, 2009** – In an effort to broaden the understanding of and to promote the usage of electronic resources available to academic libraries, IGI Global’s **Library Technology Collaborative** encourages the utilization of e-resources within academic programs and research initiatives. Through facilitating collaborations between educators, researchers, students and library patrons by means of technology-based communication, the Collaborative will uphold and advocate the prominent role of technological resources used to promote the advancement of implementation, integration, and diffusion of quality electronic resources available from academic libraries.

“We need to educate our millennium generations to understand that the Google Search Engines have not replaced academic libraries’ vast technology resources, and they need to learn more about these valuable library resources and utilize them to the best of their ability,” states Dr. Mehdi Khosrow-Pour, Campaign Co-Chair.

This campaign is designed to be utilized as a tool for the betterment of both the academic library and publisher communities, in effort to support global economic growth and enhance innovative thinking.

“The best remedies for an ailing economy are education and knowledge. This does not mean that educational programs and access to knowledge are not important during economic prosperities, but that these resources are much more essential and have a substantial impact in periods of economic strife.”

“Unfortunately, society does not generally understand the importance that libraries play in upholding the basis of human civilization, communication, knowledge, and innovation. Perhaps,

the kind of care that librarians provide to the ailing economy could be equated to that of nurses in assisting patients through illness. With all things considered, now is a time to act, preserve, and persevere.”

The Library Technology Collaborative are developing various activities that seek collaboration and partnership amongst international academic libraries and librarians to carry out the promotion of sharing information regarding technology-based resources, including online symposiums, events, and programs. A Web site featuring document sharing and an e-resource comparison chart can be accessed at <http://www.igi-global.com/campaign/index.asp>.

Free campaign posters are now available by visiting the following online form: <http://www.igi-global.com/campaign/poster.asp>. You will be mailed a large 24x36 print version at no cost to assist your library with marketing technology services to your academic community.

For additional information about this collaborative or to become involved, please contact Katy Peters, Assistant Director of Electronic Resources for IGI Global, at [kpeters@igi-global.com](mailto:kpeters@igi-global.com).

### **ABOUT IGI GLOBAL**

Since 1988, IGI Global has provided comprehensive research not just on computer science and information technology management, but also on how information technology affects human activities and interactions. IGI Global is a leading multimedia publisher of books, reference works, journals, encyclopedias, teaching cases, proceedings, and databases covering the areas of education, social science, library science, healthcare, business management, public administration, and computer science. Information on all of IGI Global's authoritative resources can be found at [www.igi-global.com](http://www.igi-global.com). IGI Global's main office is in Hershey, Pennsylvania, with editorial offices in New York City.

Order inquiries may be directed to: 717-533-8845 x100, to [cust@igi-global.com](mailto:cust@igi-global.com), or to book wholesalers or journal subscription agents.

\*\*\*\*\*

**NOTE: Please unsubscribe by sending your request from the e-mail address to which this message was sent.**

# # #