

re:vitalize

Toronto Public Library Foundation Announces Historic Fundraising Campaign in Support of Toronto Reference Library Revitalization Project

- Unprecedented lead gift of \$3 million made from the Bluma Appel Community Trust-

(Toronto, ON) – May 7, 2009 – At a media conference held today, the Toronto Public Library Foundation publicly launched **re:vitalize – Toronto Reference Library Campaign**, a \$10 million private sector campaign in support of the \$34 million revitalization of the Toronto Reference Library. **re:vitalize** Campaign Cabinet member, Richard Boxer, announced the Foundation has raised \$5.2 million in private sector donations to date and is well on its way to achieving its fundraising goal through this historic Campaign.

re:vitalize is the Foundation's first broad-based capital campaign in Toronto Public Library's 125-year history and is helping to recreate the Toronto Reference Library as Toronto's foremost public centre for life-long learning, the exchange of ideas and community engagement.

"Our goal was to build on the significant investments from the City and the Province to enable the Toronto Reference Library to achieve vital enhancements for Library users," said Mr. Boxer. "We are extremely pleased with how well our campaign has been received and are confident in our ability to achieve our goal. It has been through generous and early support from many individuals, corporations and foundations that we have met 52% of our private sector fundraising goal."

A lead gift of \$3 million to the Campaign was contributed by the Bluma Appel Community Trust. This unprecedented gift represents the largest private donation ever made to the Foundation. As lifelong supporters of the arts, the Appels were "passionately committed to preserving and improving vital cultural spaces throughout the city," said David Appel, son of Bram and Bluma. A new 16,800 square foot state-of-the-art event space, a key component of the Toronto Reference Library's five-year revitalization project, will be named in their honour. **The Bram and Bluma Appel Salon at the Toronto Reference Library** will open in September 2009.

Other major gifts in support of the Campaign were made by Avie Bennett, Richard and Joan Boxer, Alan and Judy Broadbent, the Department of Canadian Heritage through the Cultural Spaces Canada program, J.P. Bickell Foundation, Bill Linton and Marilynne Day-Linton, The Sam Sorbara Charitable Foundation and TD Bank Financial Group.

In the 30+ years since the Toronto Reference Library was constructed, the role of libraries has changed dramatically. When completed in 2012, the revitalized Toronto Reference Library will better support the ways people study, seek and share information through innovative upgrades that include a new glass entrance cube, an expanded exhibition gallery, a new 2-storey rotunda that will bring together and showcase the Library's special collections, expanded space for research and 140 additional high-speed internet workstations.

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"The revitalization project will provide users with more and better technology to access the Library's rich resources, study areas to meet their unique needs and an open forum for community dialogue," said Matthew Church, Chair, Toronto Public Library Board.

The \$34 million Toronto Reference Library revitalization project is also funded by the City of Toronto, with a \$14 million contribution through its capital budget, and the Government of Ontario, with a \$10 million investment announced in March 2008.

"We are delighted to see that the importance of this vital Toronto institution is recognized by the Province, and congratulate the Toronto Public Library Foundation in its efforts to secure support from the private sector for this project," His Worship Mayor David Miller stated. "This project is an example of how, working together, the City, Province and private sector can play a transformative role in enhancing vital public spaces."

"We are proud to partner with the City of Toronto and the Toronto Public Library Foundation on this revitalization," the Honourable Aileen Carroll, Ontario's Minister of Culture commented. "The Toronto Reference Library has provided invaluable resources and services to more than 34 million people since it opened its doors and this project will ensure it remains a vital community and cultural hub for years to come."

For more information, visit www.revitalizeTRL.ca

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