

FOR IMMEDIATE RELEASE

Contact: Jenny Marr, Library Director

[jmarr@ferndalepubliclibrary.org](mailto:jmarr@ferndalepubliclibrary.org)

---

Ferndale Library Offers New Video Streaming Service & Online Card Sign-Up  
Starting This Summer

[www.ferndalepubliclibrary.org](http://www.ferndalepubliclibrary.org)

[www.ferndalepubliclibrary.org/online-resources/](http://www.ferndalepubliclibrary.org/online-resources/)

248-546-2504

[info@ferndalepubliclibrary.org](mailto:info@ferndalepubliclibrary.org)

---

### **Ferndale Library Starts Mobile Card Sign-Ups & Offers Access to KANOPY**

**FERNDALE, MI (June 9, 2020--)** The Ferndale Library continues keeping its community of cardholders connected to cutting-edge resources this summer, announcing that patrons will now be able to access the popular video streaming service KANOPY. While the library works through the next stages of its reopening plan that will eventually restore the building to full operation, Ferndale residents who don't have a card yet will be able to sign-up remotely with the new Mobile Card Sign-Up service.

The library will need time to work through its required protocols following the pandemic to assure comprehensive safety of both visitors and of staff. But new cardholders can still be registered through the library's website: Ferndale residents can the link to sign-up near the top of the library's homepage.

Meanwhile, Kanopy is similar to the library's three other primary digital content providing apps such as Hoopla, Libby, and RBdigital, Kanopy will be available through the library's website cache of online resources, but patrons can also find Kanopy in their smartdevice's app store, where they can set up a quick account and enter their Ferndale library card number.

Kanopy is an award-winning video streaming service that will give Ferndale cardholders access to more than 30,000 independent films and documentaries, including titles of unique social and cultural value from esteemed distribution sources like The Criterion Collection, the Great Courses, A24, PBS, and thousands of independent filmmakers. Up to 60% of the films offered are exclusive to Kanopy and the collection is continually expanding, with up to 150 new films added each month.

There is a maximum amount of titles that a Ferndale patron can download/stream per month, when it comes to Kanopy. Cardholders will be able to enjoy up to 8 different films from Kanopy per month, which is the same amount as the cap set in place for a similar service like Hoopla (which provides access to films, eBooks and audiobooks as well as films). Kanopy notably has met the highest accessibility standards amid similar streaming platforms, and offers intuitive

access through all devices, be it iPad tablets, iPhones, and Androids, but also compatibility with Roku and AppleTV--allowing a downloaded film to be shown on a full-screen TV.

Quote from Jenny about why it's great to provide access to free content?? :)