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FOR IMMEDIATE RELEASE

Library District Names Erica Land as Development Manager

(St. Peters, MO – April 20, 2015) The St. Charles City-County Library District, together with the St. Charles City-County Library Foundation, welcome Erica Land to the District's senior leadership team as its new Development Manager. Her experience with education, health and membership organizations makes her well-suited to plan and implement fundraising initiatives for the St. Charles City-County Library Foundation and to lead the Library District's capital expansion efforts to provide additional funding for future growth and new service opportunities.

As the Library District's Development Manager, Erica serves as Executive Director of the Library Foundation with responsibility for planning and implementation of fundraising initiatives including donor and corporate relations, major gifts, planned giving, community partnerships, and special events. She will also work with the Friends of the Library membership to further the literacy initiatives of both organizations.

"Literacy is a vital component of a strong, healthy and successful community. With Erica on staff we can enhance our customer-centered partnerships, and continue to connect with those who aren't familiar with the tremendous resources available from the library," said Jim Brown, Director of the St. Charles City-County Library District.

Erica will manage a development team focused on community engagement and fund development for the Library Foundation's literacy outreach services and Friends of the Library community events and member relations. Most notable are the Friends annual book fair and the Library Foundation's Ready to Read, Books to You and Take 20 and Read literacy initiatives which provide literacy outreach from birth to senior residents in St. Charles County.

"I am excited to join the Library District and look forward to leading our efforts to share the significance of literacy, the value of libraries, and build rewarding and long-lasting partnerships with our supporters," said Erica.

Her experience working with non-profit boards, initiating strategic fundraising plans, and her professional and personal connections in the community will help the Library District and Library Foundation provide services to a broad audience. Erica's employment began just before the Imagine Gala and Auction set for May 9, providing the opportunity to meet guests and sponsors at the Library Foundation's largest annual fundraiser.

(more)

“As the selection team met with candidates, it became apparent that Erica was uniquely qualified for the Development Manager position. Her background is a perfect fit for our goal to enhance literacy and connect people to the library,” said Kris Weidenbenner, President of the Library Foundation.

Erica most recently served as Director of Advancement for Academy of the Sacred Heart and also has experience with St. Louis Children’s Hospital Foundation and the YMCA. She has a B.A. in Business Administration and an M.A. in Human Service Agency Management from Lindenwood University. She lives in St. Peters with her husband Lonnie and their two sons, Lonnie 8 and Harrison 5. Erica began her position with the Library District on April 20.

Details on the Library Foundation initiatives can be found at www.stchlibraryfoundation.org.

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