



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

*"We love, love, love Discover & Go! It has been a wonderful rewarding and life enriching experience for our family."*

*- Discover & Go user*

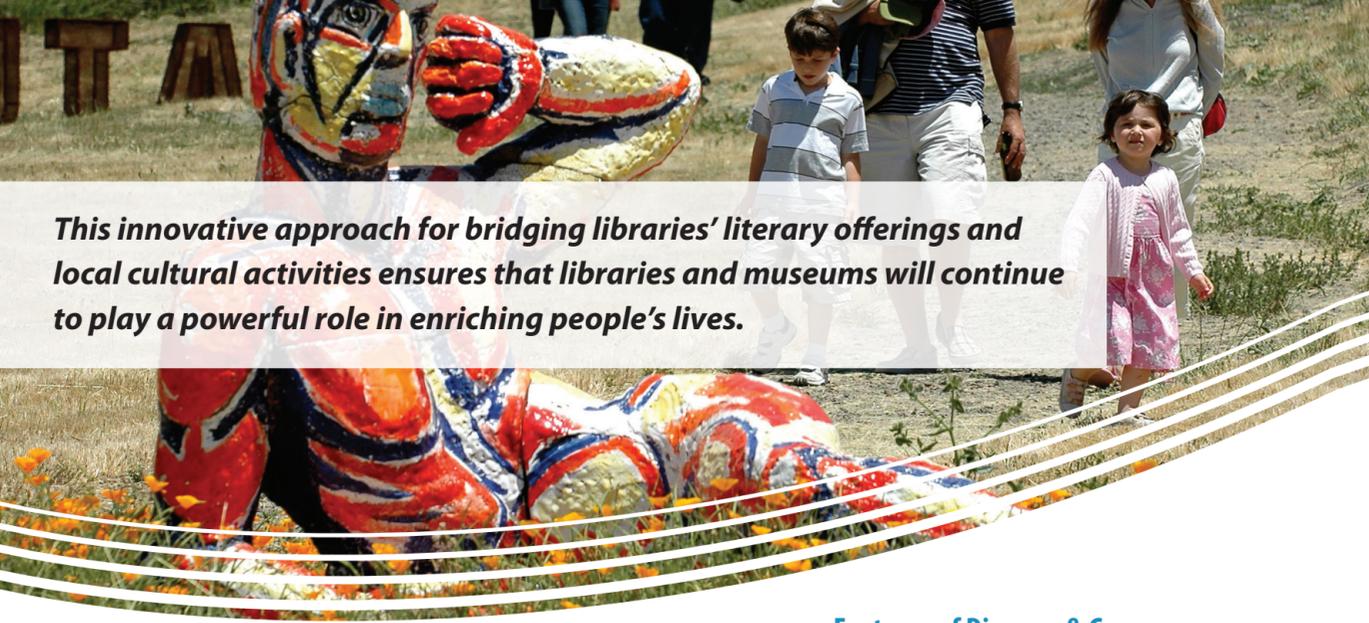


*Your ticket to a world of adventure, learning and fun.*



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***This innovative approach for bridging libraries' literary offerings and local cultural activities ensures that libraries and museums will continue to play a powerful role in enriching people's lives.***

### **Opening the Door to New Faces**

Technology is making it easier than ever for people to engage with the world around them without ever leaving the comfort of their homes. That convenience, however, comes at a price – we're missing out on the enriching experiences that only in-person adventures can deliver.

Rather than fighting this reality, *Discover & Go* harnesses the same technology to bring new faces through the doors of our museums and libraries. This unique partnership between cultural venues and libraries invites millions of library card holders to log on, roam about and take the first step toward discovering rich, one-of-a-kind cultural venues in their own backyard.

By offering free or low-cost tickets to world-class museums, theatres, aquariums, zoos and science centers, *Discover & Go* reintroduces people from every community, age group and economic background to the powerful world of personal discovery. With a library card in one hand and a *Discover & Go* ticket in the other, thousands of people every month are making discoveries, expanding knowledge, deepening interests and connecting their natural curiosity to the wider world around them.

### **Bringing Learning and Reading to Life**

Launched by the Contra Costa County Library in 2011, *Discover & Go* gives more people the opportunity to see what they read about in library books come alive. *Discover & Go* offers passes to millions of library card holders throughout California and, since the program's inception, hundreds of thousands of library card holders have used the passes to visit museums, science centers, zoos, theaters and other community venues they may have been unable to experience otherwise.

*Discover & Go* was awarded the 2012 National Medal for Museum and Library Service, the nation's highest honor recognizing exceptional contributions of museums and libraries.



### **Features of Discover & Go**

The program allows cultural venues to reach underserved populations, libraries to bridge the gap between literature and culture, and the public to explore cultural opportunities in their own backyard. Some special features that make the program especially valuable to museums, cultural venues and libraries include:

- Access to millions of library cardholders of every age and interest.
- A dedicated support team that maintains an interactive website and comprehensive reporting system.
- An easy, smart way to bring new faces through museum and library doors, with minimal staff effort.
- The flexibility to tailor passes to the specific demographic and geographic population needs of the partnering organizations.
- Quarterly and on-demand usage reports.
- A marketing program to promote your involvement and ensure the continued growth and expansion of the program and its reputation.



***"Through their museum and adult literacy programs, the library is opening up manifold cultural, social and economic opportunities for disadvantaged members of our community."***

*– Congressman John Garamendi (D-Fairfield, CA)*

***"We have found this program to be a model partnership between the library and museum fields. Discover & Go helped us identify branches and counties that could benefit most from this service, which expanded our reach to underserved patrons."***

*– California Academy of Sciences*

***"What a great opportunity to expose people to amazing museums they might not otherwise be aware of or be able to afford."***

*– Discover & Go user*

***"The Discover & Go program allows library patrons to attend our museum at their convenience and – without the crowds that our free days bring – have a more relaxed, intimate experience."***

*– San Jose Museum of Art*

**Explore all that *Discover & Go* has to offer by visiting [www.DiscoverAndGo.org](http://www.DiscoverAndGo.org)**