

FOR IMMEDIATE RELEASE**CONTACT:**

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SAGE PUBLICATIONS BECOMES MEMBER OF ALA LIBRARY CHAMPIONS

Thousand Oaks, California, London, United Kingdom, and New Delhi, India (May 1, 2006) – SAGE Publications values the critical role that libraries play in promoting literacy, learning and culture, and is dedicated to funding library advocacy efforts. SAGE is pleased to announce it has become a 2006-2007 member of the American Library Association's Library Champions program.

The Library Champions program provides the highest level of corporate membership in the American Library Association (ALA). Participating businesses are able to promote the work of libraries and to demonstrate their leadership in the library field. Library Champions are among ALA's greatest supporters, with over 90% of their dues going to support library advocacy, including:

- Awareness – to increase understanding of the vibrancy, vitality and real value of today's libraries, and to galvanize public support, influence public policy and impact funding
- Advocacy – to garner greater library awareness and support in Congress
- *The Future* – to raise awareness of the role of libraries in developing communities, to advance equity of access and to strengthen intellectual freedom and diversity

"SAGE chose to become an ALA Library Champion because we know that librarians stand at the forefront of the information revolution, and we are committed to developing innovative publishing programs to meet their needs," said Blaise Simqu, SAGE President and CEO. "SAGE's publishing philosophy is that engaged scholarship lies at the heart of a healthy society. We understand that librarians play an essential role as information providers, and we are honored to further this vision as a Library Champion."

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About SAGE

SAGE Publications is a leading international publisher of journals, books, and electronic media for academic, educational, and professional markets. Since 1965, SAGE has helped inform and educate a global community of scholars, practitioners, researchers, and students spanning a wide range of subject areas including business, humanities, social sciences, and science, technology and medicine. SAGE Publications, a privately owned corporation, has principal offices in Thousand Oaks, California, London, United Kingdom, and New Delhi, India. www.sagepublications.com