



**GRANDE PRAIRIE
PUBLIC LIBRARY**
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Swipe Right for Reading

For immediate release

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The Grande Prairie Public Library has released an innovative new version of its popular library app. Called Swipe Right for Reading, not only will it search the GPPL catalogue and place holds, but it also has the power to bring library members together.

"Some of the best relationships are based on similar interests," says Hailey McCullough, Head of Adult Services. "We were brainstorming about potential new ideas for the Library and staff suggested that we could match people based on their shared reading habits."

Available only to TRACpac app users over the age of 18, the new Swipe Right for Reading app opens up the possibility for Library users to make friends, develop relationships, or create something in-between.

"Swipe Right for Reading works with an algorithm created by Library staff and will match members based on reading history and other preferences such as age and gender," says Charlotte Anderson, Emerging Technologies Librarian. "Members who have been matched will be invited to a special program later this month to meet and get to know their matches."

During the test phase, matches made through the app were promising. "It was very well received," says Rempel. "The feedback from participants showed a 92% success rate."

Swipe Right for Reading can be downloaded from the GPPL website at gppl.ca/swipe beginning Friday, April 1.

About the Grande Prairie Public Library

The Grande Prairie Public Library serves the City of Grande Prairie (one of the fastest growing cities in Canada, pop. 69,088), the County of Grande Prairie and the Municipal District of Greenview. In 2021, 378,594 items were borrowed and 100,313 people visited GPPL, located in the Montrose Cultural Centre. For more information, call 780-532-3580 or visit us online at gppl.ca.