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NOT FOR RELEASE UNTIL WEDNESDAY, AUGUST 24

Playaway View® Officially Launches at Baltimore County Public Library

Baltimore County Public Library will officially launch its collection of Playaway Views® with an event at 11:15 a.m. on Wednesday, August 24 at the Perry Hall Branch. Playaway Views® are portable, preloaded video players featuring educational programming for children. Weighing only 5.4 ounces, Playaway View® is designed to withstand drops and serves as a convenient, low-maintenance solution for librarians and customers.

The Baltimore County Public Library's 17 branches are the first public libraries in the Baltimore Metropolitan area to offer the new Playaway View®.

The device features a 3.5-inch full color LCD screen with a shatter-resistant acrylic cover. The built-in speaker makes sharing over six hours of content easy, while the headphone jack outlet offers a library/parent-friendly quiet option.

Prior to the official launch event, a program for children ages two to three will take place at 10:30 a.m. to include story time, crafts, games and more with a special appearance by a well-known PBS character featured in Playaway Views®. Playaway View® now circulates within the Baltimore County Public Library system, providing BCPL customers access to multiple award-winning programs from "PBS KIDS" and "Sesame Street," among other popular children's programming.

In preparation for the product launch, Playaway View® was circulated and tested by 12 library trial locations across the country, including Baltimore County Public Library. After almost 2,500 circulations, the results exceeded expectations. Librarians loved the patron excitement and high circulation, while families loved the user-friendly experience, free check-out capability and wildly popular content available.

"It's incredibly exciting to be launching a new product with libraries," says Caroline Barni, Vice President of Marketing at Findaway World. "We know how important it is for all of us to support literacy and learning through both educational and entertainment vehicles and Playaway View is an innovative new addition to their children's collection that will bring praise from both kids and parents alike."