



Main Library, Monroe   Edwards Memorial Library, Marshville   Union West Regional Library, Indian Trail   Waxhaw Library, Waxhaw

Staff Contact:

Nina Meadows, Library Director

Phone: 704-283-8184

[nmeadows@union.lib.nc.us](mailto:nmeadows@union.lib.nc.us)

## **Library Teams with Marvel to Promote Movie**

**March 21, 2014, Monroe, NC** – Union County Public Library is teaming up with Marvel in its “Show Your Shield” campaign for the new film "*Captain America: The Winter Soldier*." Come by the Main Library in Monroe on Saturday, March 29 from 2 p.m. - 4 p.m. and “Show Your Shield,” the library’s new Superhero card, to be entered to win a pair of tickets to a special prescreening of the film in Charlotte on April 2. Dress up in your best Captain America or favorite Marvel character costume to receive other prizes including t-shirts, pins, and posters. A special grand prize will be awarded for the best costume. Captain America will make a special appearance and be available for pictures.

To participate in any of the prize giveaways you must have a Superhero library card. If you don’t already have your Superhero card, you can purchase one for \$3 at any Union County Public Library location or on the day of the event. The event is free and open to the public and all ages are encouraged to attend.

The library was approached to participate in the special promotional event for Marvel’s new film "*Captain America: The Winter Soldier*" following the successful launch of the Union County Public Library’s Superhero library card. Lee Schroeder, regional publicist for Marvel, saw a perfect opportunity to tie the Superhero library card to the “Show Your Shield” promotion.

“We want fans of the movie and your libraries to come show their Superhero card as their shield,” Schroeder wrote.

“We are very excited about working with Marvel,” Library Director Nina Meadows said. “It is a wonderful opportunity for Union County Public Library to promote becoming library card holders, while giving our patrons the opportunity to see a favorite superhero come to life on the big screen.”

###