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08/ 31/ 2026

Public Libraries to Celebrate Library Card Sign-up Month With Unveiling of New Library Card

WHO: El Paso Public Libraries, City Leaders & Local Artist
WHAT: Unveiling of a new limited-edition library card
WHEN: 11 a.m. Thursday, September 3
WHERE: Dorris Van Doren Library, 551 E. Redd Rd.

The City of El Paso Public Libraries invites members of the media to celebrate Library Card Sign-Up Month with the unveiling of a new limited-edition library card featuring original artwork by acclaimed El Paso artist and illustrator Zeke Peña.

Celebrated nationally throughout September, Library Card Sign-Up Month highlights the value of libraries and encourages people of all ages to discover everything available to them with a library card. From books and digital resources to technology, educational opportunities, programs and more, an El Paso Public Library Card connects the community to countless free resources.

This year's celebration also highlights what makes El Paso special. Peña's original artwork brings his distinctive borderland style to the library card, creating something residents can proudly keep in their wallets and "Carry a Piece of El Paso" wherever they go.

"A library card may be small enough to fit in your wallet, but the opportunities it provides are endless," said Public Libraries Director Norma Martinez. "Having Zeke Peña's artwork on our library card makes it even more special because it represents our community and gives El Pasoans something they can be proud to carry while staying connected to their library."

The collaboration celebrates local art and local pride while reminding the community that a library card is more than a card, it is a connection to information, opportunities, creativity and the community.

Members of the media will have the opportunity to hear from Library leadership and Zeke Peña, view the new library card, and learn more about Library Card Sign-Up Month and the resources available through the El Paso Public Libraries.

For more information on the Public Libraries, visit ElPasoLibrary.org.

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