

# Media Alert



## **Media Contact:**

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## **Gale Previews New Patron Engagement Technology at ALA Midwinter Conference**

**FARMINGTON HILLS, Mich. – January 23, 2019**

**What:** Gale, a Cengage company, will be demonstrating [Gale Engage](#), a new cloud-based patron management tool that helps public libraries engage more effectively with their patrons. The tool helps libraries become smarter and better targeted with community outreach as well as more efficient with engagement efforts. Developed in partnership Deziner Software, LLC, *Gale Engage* provides a 360-degree view of patron activity to help libraries understand, assess and respond to the unique and changing needs of their community. ALA Midwinter attendees will get a sneak preview of this new innovative technology that will be available to libraries later this year.

**Why:** [Gale Engage](#) was created to help public libraries succeed by improving their ability to understand patron lifecycles and keep satisfaction high with personalized engagement. Library system data is used to develop tags, enabling library staff to segment audiences and target email communications, driving more meaningful and effective interactions. The dashboard provides key collection and patron engagement metrics, helping libraries measure their effectiveness.

**When:** January 25-28, 2019

**Where:** [ALA Midwinter Conference](#), Booth #1817, Washington State Convention Center, Seattle, Washington

**NOTE TO REPORTERS:** If you would like to schedule a one-on-one meeting with Gale at ALA Midwinter, please reach out to: Kayla Siefker, 248-915-9624, [kayla.siefker@cengage.com](mailto:kayla.siefker@cengage.com).

### **About Cengage and Gale**

Cengage is the education and technology company built for learners. The company serves the higher education, K-12, professional, library and workforce training markets worldwide. Gale, a Cengage company, provides libraries with original and curated content, as well as the modern research tools and technology that are crucial in connecting libraries to learning, and learners to libraries. For more than 60 years, Gale has partnered with libraries around the world to empower the discovery of knowledge and insights – where, when and how people need it. Gale has 500 employees globally with its main operations in Farmington Hills, Michigan. For more information, please visit [www.gale.com](http://www.gale.com).

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