



FINAL

hoopla digital Brings Kristen Wiig's New Film, *Welcome to Me*, to Public Libraries Across the U.S.

Category-Creating Service Provides Unprecedented Access to New Film Simultaneous to its Nationwide Release in Theaters on May 8

HOLLAND, Ohio (May. 08, 2015) – hoopla digital (hoopladigital.com) is ushering in a new era of access to Hollywood entertainment, announcing today that the new indie drama, *Welcome to Me*, will be available to participating U.S. public libraries and cardholders on the same day as its theatrical release. The critically acclaimed film - produced by Will Ferrell and Adam McKay and starring Kristen Wiig - is the first movie to be released by hoopla digital simultaneously to its premier at 1,000 theaters nationwide, giving cardholders the unique opportunity to attend a film's opening night from the comfort of their own homes on May 8.

"This is a first for hoopla digital, and a really exciting development for public libraries and their cardholders," said Jeff Jankowski, owner and founder of hoopla digital. "It's a great illustration of our commitment to bringing dynamic library content to cardholders in a format that meets their needs. We'll continue to secure more deals like this one, building our content offering with premier Hollywood titles and making the public library a vibrant source of contemporary entertainment."

hoopla digital partners with public libraries across North America to provide patrons with mobile and online access to more than 300,000 movies, music albums, TV shows and audiobooks. All content is available to patrons for instant streaming or downloading to their smartphones, tablets, or desktop browser with simple access through a library card.

"San Francisco Public Library is delighted to be able to offer our patrons *Welcome to Me* on the same day as its theatrical release, and we hope that this helps spread the word about hoopla digital," said Laura Lent, Chief of Collections & Technical Services at San Francisco Public Library.

There is no waiting to borrow titles on hoopla digital since on-demand content can be enjoyed by multiple patrons simultaneously. Patrons who use hoopla digital also avoid library late fees as digital content borrowing periods simply expire without additional charges.

The service has partnerships with more than 700 library systems across North America including The Seattle Public Library, Los Angeles Public Library, Salt Lake County Library, and Miami-Dade Public Library System, to name a few.

Welcome to Me stars Kristen Wiig (of *Saturday Night Live* and *Bridesmaids* fame) alongside Wes Bentley, James Marsden, Tim Robbins, Joan Cusack and others. The story of a TV-obsessed young woman with Borderline Personality Disorder who wins the lottery, quits her meds and launches her own talk show has grossed more than \$38,000 since its opening in select theaters across New York and Los Angeles on May 1.

To watch *Welcome to Me* on hoopla digital beginning on May 8, library-card holders can download the free hoopla digital mobile app on their Android or IOS device or visit hoopladigital.com. The service is only available to patrons of participating public libraries.

About hoopla digital

hoopla digital is a category-creating service that partners with public libraries across North America to provide online and mobile access to thousands of movies, TV shows, videos, music and audiobooks. With hoopla digital, patrons can borrow, instantly stream and download free dynamic content with a valid library card. All content is accessible via hoopla digital's mobile app and online at www.hoopladigital.com. hoopla digital is a service of Midwest Tape – a trusted partner to public libraries for over 25 years.

For more information, please contact 800-875-2785 (US) or 866-698-2231 (Canada).

###

Media Contact:

Passion Hemphill

MWW for hoopla digital

Phone: (312) 981-8541

Email: phephil@mww.com