

Media Contact:

**Lee County Library System**

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**FOR IMMEDIATE RELEASE**

**Consumer Research & Business Intelligence Available for Free via the Lee County Library System**

Fort Myers, Fla., Jan. 18, 2012 - Free access to ReferenceUSA, a provider of business and consumer research is available through the Lee County Library System. This service helps the user create marketing plans, conduct competitive analysis, gather business intelligence, raise funds and locate people and businesses. The database provides real-time access to more than 20 M businesses, 222 M consumers, new businesses or new homeowners. Additionally Reference USA is offering a free webinar at noon on Fridays from January 20 – March 30 for users new to the service. *Search Essentials: the basics of Reference USA* is an hour-long session that will cover all the basics of getting started with ReferenceUSA. To register for any of the session dates go to [www.lee-county.com/library](http://www.lee-county.com/library) and look for the link to the Reference USA webinar and enter “Search Essentials” or call Telephone Reference at 239-479-INFO (4636) for the website link.

“This database is an excellent tool for use by marketing professionals, business researchers, job seekers and students,” says Terri Crawford, Lee County Library System Deputy Director. “Users can enter a location and conduct a radius search as well as glean the company name, phone number, complete address, key executive name, SIC Codes, employee size, sales volume, business expenditures, and much more. The Lee County Library subscribes to Reference USA so access is free to the user with a Lee County Library Card.”

Access to ReferenceUSA is via the eBranch of the Lee Library System, [www.Lee-County.com/library](http://www.Lee-County.com/library). Once at the Library’s home page click on eSources and scroll through the alphabetic list of eSources until you see Reference USA. Click on Reference USA and you will then have complete access. Lee County has many additional eSources that users will find useful. For more information on eSources available at the Lee Library System contact Telephone Reference at 239-479-INFO (4636).

**About the Lee County Library System:**

The Lee County Library System serves Lee County with free books, downloadable eBooks, digital content, books-by-mail, bookmobile, electronic resources, music and movies, programs and meeting space. The Lee County Library System: strengthens the community by informing and enriching individuals; ensures equal and open access; defends intellectual freedom and the right to privacy; ensures that an individual’s economic status does not deter library use; commits to meeting customers’ needs; fosters a climate of mutual respect and trust; values and supports individual initiative; promotes cooperation, collaboration and connections; promotes lifelong reading; practices financial accountability and supports Lee County’s vision, mission and values.

All programs are free and open to the public. A sign language interpreter is available with 5 business days notice to library staff. Assistive listening system available; request at desk. Information about Lee County Library System is available for your convenience 24 hours-a-day at [www.lee-county.com/library](http://www.lee-county.com/library) where you can find out about library services, programs, locations, view an online events calendar or place a hold on library items. Telephone Reference is available at 239-479-INFO (4636).

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