Sample Text for Promoting MyHeritage

*This document contains sample promotional text for librarians to use in marketing MyHeritage to patrons and other librarians.* *We’ve included long descriptions for use in emails and short descriptions for use in newsletters and other brief communications.*

**Long Descriptions (for emails)**

**AUDIENCE: PATRONS**

*Subject line: Uncover your past with MyHeritage Library Edition*

*Preheader: Access billions of historical records and trace your ancestry today!*

Your history is waiting to be discovered

Did you know you have free access to **MyHeritage Library Edition** through our library? Available in 42 languages, MyHeritage isone of the world's largest and most internationally diverse genealogy databases. With billions of historical records from 70+ countries, you can trace your lineage, uncover historical photographs and learn about your ancestors from the comfort of your home — or on the go! Start your journey into your past today.

You have access to:

* Decades of U.S. and U.K. census data
* Over 8 billion family tree records from researchers around the world
* Over 816 million U.S. public records
* Hundreds of millions of Nordic and European records
* Over 600 million photos including historical and gravestone images
* Over 200 million American immigration records, passenger lists, and naturalizations
* Various legal and personal documents including citizenship records, guides, government records and wills
* Exclusive databases and licensed content with over 100 million new records added monthly

To begin using MyHeritage, visit the library website: [insert direct URL].

If you have any questions, please feel free to contact me at [insert your phone number].

**AUDIENCE: LIBRARIANS**

*Subject line: Bring history to life with MyHeritage Library Edition*

*Preheader: Offering billions of historical records for genealogical research*

Connect your patrons to their past

Our library offers free access to **MyHeritage Library Edition**, a vast and multilingual genealogy database that empowers patrons to explore their family history. This database includes billions of historical records from around the world, alongside exclusive data collections and additional resources licensed from top industry sources. Promote it amongst your library patrons to spark historical and genealogical interests and encourage them to learn more about their family’s past.

Using MyHeritage, your patrons will be able to:

* Access U.S. and U.K. census data spanning significant historical periods
* Explore more than 8 billion family tree records from researchers around the world
* Investigate over 816 million U.S. public records
* Search across hundreds of millions of Nordic and European records
* View over 600 million historical and gravestone photos
* Delve into over 200 million American immigration records, passenger lists, and naturalizations
* Research various legal, personal and property documents, including citizenship records, guides and government records.
* Gain exclusive access to diverse databases and licensed content with regular updates, adding over 100 million new records monthly

Here is your library’s unique URL: [insert direct URL]. I encourage you to add a direct link on your library home page so that patrons can easily find and use the database. EBSCO also offers your library printable [promotional materials](https://connect.ebsco.com/s/article/MyHeritage-Library-Edition-Promotion-Kit?language=en_US) to help you market this unique database to your audience.

If you have any questions about this valuable research tool, please feel free to contact me.

**Short Descriptions (for Newsletters)**

**AUDIENCE: PATRONS**

Your history is waiting to be discovered

Get ready to uncover your family's rich and vibrant history using **MyHeritage Library Edition**. With billions of historical records, exclusive family tree profiles and millions of historical photos, this database is your key to your ancestral past. Records span five centuries and include censuses, military records, immigration and passenger lists and so much more. Whether you're at the library, at home or on the go, MyHeritage Library Edition is ready to guide you on your ancestral journey. Start exploring your heritage today!

**AUDIENCE: LIBRARIANS**

Connect your patrons to their past

**MyHeritage Library Edition** is more than just a database — it's an expansive and diverse genealogy resource. With billions of historical records from 70+ countries, unique pedigree profiles and millions of historical photos, it's the perfect tool to help your patrons connect with their past. The platform is multilingual, mobile-friendly and offers remote access, making genealogical research accessible for all patrons. Engage your community with the fascinating world of genealogy through MyHeritage today!