

May 2021

Below are suggested talking points about [Explore More Illinois](#), RAILS' online cultural pass program, and ideas for using these talking points.

### Explore More Illinois Talking Points

(Of course, it is not likely you will use all of these talking points in a single conversation or encounter. Please use them as they apply to the situation at hand.)

- Explore More Illinois is an online cultural and recreation pass program that provides discounts at museums, visual and performing arts centers, park districts, and more across Illinois.
- The program works via the websites of participating libraries. Anyone with a library card from a participating library can take advantage of free/discounted admission and other deals from a variety of Illinois attractions.
- The program, launched April 1, 2019, now has over 350 RAILS and IHLS libraries participating. The program had to close in March 2020 due to the COVID-19 pandemic, but recently relaunched in April 2021.
- There is no cost for libraries or attractions to participate. This is a service offered by RAILS for Illinois public libraries.
- Explore More Illinois differs from other existing pass programs. It is very easy to use anytime 24/7 because everything is done online. You just need your library card number.
- RAILS is actively recruiting Illinois cultural attractions to join the program. Please spread the word to any cultural or recreational attractions in Illinois that might be interested in participating. An email template to possible attractions is located on our website under "For Libraries."
- For more information, visit [exploremoreillinois.org](http://exploremoreillinois.org). There, you can watch a short video showing how Explore More Illinois works, a list of our current attractions, and an FAQ.

### When/How to Use These Talking Points

- Mention Explore More in conversations with staff members at the library you represent.
- Mention Explore More when talking to library staff at the same type of library you represent (academic, public, school, or special).

- If your job involves working with library patrons, mention Explore More to anyone you think may be interested.
- Mention Explore More to friends, neighbors, and anyone you encounter who you think might be interested.
- Post a talking point or two about Explore More to any social media tool you use (Facebook, Twitter, etc.).
- When RAILS posts an item about Explore More to one of our social media accounts, “like” or “share” the post.
- When RAILS features an article about Explore More in our weekly *E-News*, cut and paste the article into an email and send it to someone you think might be interested.

We look forward to your feedback about how the talking points worked for you!