



**Let's Play Books Bookstore 2017 Press Kit**  
244 Main St. Emmaus, PA 18049 | 610-928-8600  
letsplaybooks.com | [Kirsten@letsplaybooks.com](mailto:Kirsten@letsplaybooks.com)  
Contact: Kirsten Hess, Owner & Events Manager

## We Moved! We Grew!

Founded in 2013, we relocated in the fall of 2016, quadrupling our size to over 2000 sqft, with flexible event spaces.

3-Floor Row House with 6 spaces in historic Emmaus, PA.

- Adult & Gift
- Children's Room
- Middle Grade & Harry Potter Closet
- YA/Teen
- Community Room
- Story Time Event 'Cattic'



**QUICK INFORMATION:** NYT Reporting Store | 115 events in 2016 | 5 In-school Book Fairs per season | Authors-to-School Program with 15 participating schools covering 5 districts (K-8) | 4 Advance Readers Copy Clubs | 5 store-run adult/teen book clubs | Bundle/Book-is-Ticket focused

**LOCATION:** Emmaus, located in the Lehigh Valley, the fastest growing region in PA. An EASY 90-minutes from NYC on I-78, or 50 minutes north of Philadelphia I-476.

- Population of 11K, Emmaus is adjacent to Allentown (pop 100K+), and was listed as one of the "Top Places to Live" by Money Magazine. (2007 & 2009).
- Region is home to Rodale Press, Bear Creek Mountain Resort, and multiple universities & colleges including Lehigh University, Lafayette College & Muhlenberg College.

### Advertising & Marketing

**Printed Monthly Events Calendar**

**eNewsletter** – 565 subscribers, 53% open rate

**Membership eNewsletter** – 125 families

**Website** – Indiebound/events & presales

**Press releases** – local TV/Radio & Newspapers

**eMarketing** – Paid Social Media events, and multiple partner event sites.

**Newspaper** – Weekly Events Go Guide

**Blogs & websites** – multiple

### Social Media

**Facebook** 3,700 likes

4.9/5 rating, 95 reviews

FB Where's Waldo Emmaus (300)

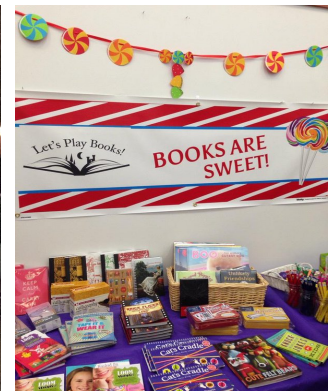
FB Little Free Library (62)

**FB Event Group** (160 members)

**Instagram** 900 followers

**Twitter** 900 followers

@letsplaybooks #PlayBooks



## Let's Play Books Bookstore Program & Events

Events are where we shine. We have perfected our Authors-to-Schools Program, with exceptional sell-through rates. Can accommodate top-tier authors with ease, seating up to 900.

**On-site:** 3 floors, a backyard & parking. Catic open space for 30, Community Room for 15, and first floor for 20 seated, or 45+ open-house style. **Easy flow to accommodate large signings.**

**Offsite:** School auditorium(s) seating up to 900. Library space for 50, Emmaus Farmers' Market (outside), 187 Rue Principale and House & Barn Restaurants (50 to 200), Wildlands Nature Center (30 to 200).

**Book Fairs** (In-School): 3000 children each Fall & Spring, 4 to 5 schools per season. 100% re-booking rate.

### Event Examples from 2016 (Note we relocated and were closed/limited hours Aug – Oct.)

Title & Author/Event	Publisher	Venue	Attendance/Sales/Notes
<i>Where You'll Find Me</i> Natasha Friend	Farrar, Straus and Giroux	3 Schools & Writing Workshop at store	84 <i>plus backlist</i>
Multiple: PSLA PA School Library Assoc.	Multiple	Hershey Lodge, Hershey PA – 2 days	4th year contract
<i>Harry Potter &amp; the Cursed Child</i> Authorless event	Scholastic	Wildlands Conservancy (midnight 2.5 hr event)	225/117
<i>Adele &amp; Simon Lost in China</i> , Barbara McClintock	Farrar, Straus and Giroux	2 Schools & Story Time at store	46 <i>plus backlist</i>
French Desserts ( Chef only )	Gibbs Smith	187 Rue Principale <i>French Restaurant</i>	Bundle / ticket & food
Book Fairs: In-school 4 Fall 2016 Fairs 4 Spring 2017 Fairs	Various / All	2 K-5 (Charter) 1 K-8 (Private) 1 6-9 (Public)	\$25K Fall \$15K Spring

**Additional Author Visits in 2016:** Kelly Barnhill – store (Algonquin), Matt Phelan-store (Candlewick), David Lubar-store (Tor), Barbara McClintock school & store (FS&G), Paul Acampora school & store (Scholastic), Jennifer Hansen-Rolli – store (Random House), Maria Rodale – Easton FM (Rodale), Matthew Cody - school (Knopf), Eric Wight – store (FS&G), Chuck Wendig – store (Random House), Kara Thomas – store (Delacorte Press), Joe McGee – store (Abrams)

**Non-author events:** Weekly story times, Summer Camps, Character Story Times, book making & crafts, off-site interactive story time, multiple non-author book launch events, Teacher Nights, & In-store book fairs.