

Penguin Bookshop

Pittsburgh's Premier Independent Bookstore, Since 1929

Since 1929, the Penguin Bookshop has been a fixture in the heart of Sewickley, Pennsylvania. We offer an extensive collection of books for both adults and children, as well as our author events, children's storytimes, and school book fairs. We are proud to be a vibrant part of the Sewickley community and an important literary resource for the greater Pittsburgh region.



Exterior Image © 2014 Jack Cotton

We look forward to welcoming your authors to the Penguin!
To schedule an event, please contact:

Susan Hans O'Connor
Owner & Manager
Penguin Bookshop
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(412) 741-3838

(press kit updated October 2014)

| About the Village

Sewickley is a bucolic village located just **12 miles** northwest of the city of Pittsburgh, a city famous for its amazing comeback from the dark days of the steel mills to being voted one of the most “livable cities in America.” We cater to the local community of **3,800 inhabitants** as well as to the Pittsburgh metro area with a population of **2 million**.

The Penguin is just a quick 20-minute taxi ride from the Pittsburgh International Airport. We are located just five minutes away from I-79. We can offer authors who need overnight accommodations access to the beautiful Edgeworth Club just around the corner from the store.

| Meet Our Owner

Susan Hans O’Connor became the new owner of the Penguin in 2014, after a long career in book publishing, including 9 years as an editor at Viking Penguin. After buying the business, Susan relocated the store to a new, renovated home, which provides a warm atmosphere for browsing and space to support author events. She brings her life-long passion for books, her knowledge of the publishing industry, and her commitment to the local community to the Penguin Bookshop.



Penguin Owner Susan O'Connor



The front, Fiction section in the Penguin's newly renovated space

| Marketing

Our five booksellers are all dedicated to ensuring the highest quality experience for authors and customers. We also have a dedicated **Social Media Coordinator** who is responsible for coordinating all of our marketing efforts.

We are a *New York Times* and ABA reporting store.

We promote events through:

- [Facebook](#) (1,060+ likes)
- [Twitter](#) (880+ followers)
- [Instagram](#) (65+ followers)
- Featured placement on www.penguinbookshop.com
- Our monthly email newsletter (3,000+ subscribers)
- Targeted email blasts
- Press releases to the local newspapers (*Pittsburgh City Paper, Sewickley Herald, Pittsburgh Post-Gazette, Pittsburgh Tribune-Review*)
- Window and in-store displays/signage



Authors at the Penguin

The Penguin is proud to host local, national, and international authors at our store and has welcomed many famous faces in its 85-year history. Our completely renovated selling space is approximately 1100sf and includes a perfect spot for authors to sit, read, entertain audiences and sign books.

Here is just a sampling of events that we have held since our re-opening in **Feb. 2014**:

Author	Title	Publisher	Attendance	Sales
Wiley Cash	<i>This Dark Road to Mercy</i>	William Morrow	35	20
David Giffels	<i>The Hard Way on Purpose</i>	Scribner	20	15
Jonathan Auxier	<i>The Night Gardener</i>	Abrams	100	75
Charlie Lovett	<i>The Bookman's Tale</i>	Penguin	25	35 (inclu. pre-sale)
Benny Lewis	<i>Fluent in 3 Months</i>	HarperCollins	50	30
Jessica Merchant	<i>Seriously Delish</i>	HMH	30	25



Jonathan Auxier (left) and Charlie Lovett (right) at the Penguin Bookshop in 2014

In addition to our in-store events, we have frequently partnered with area schools and universities at their larger off-site venues. We have partnered/sponsored the following off-site events:

- **2011:** Alton Brown (*Good Eats* (Abrams)) in conjunction with the local private school, Sewickley Academy; a ticketed event with 550 attendees and 425 books sold
- **2013-2014:** City of Asylum/Pittsburgh for their annual Cave Canem Poets Reading
- **2013-2014:** Tim Federle (*Better Nate Than Ever* (Simon and Schuster)) at the Center for Theater Arts in Mt. Lebanon, PA
- (upcoming) **2014:** Jay Asher with Sewickley Academy

We have served as the official bookseller for the following:

- **2012:** Pittsburgh's Women Read / Women Write conference (representing 30+ authors with over 250 attendees)
- **2014:** Michael Pollan (*The Omnivore's Dilemma*; *Cooked* (Penguin)) at the Hillman Arts Center
- **2014:** David Sedaris at the Carnegie Music Hall



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