

## Let's Play Books Bookstore 2019 Press Kit

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**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 multiple event spaces in historic Emmaus, PA. Full service, all new, bookstore stocking 50% Adult/50% Children, plus 2 Cool Cats – *Bernie & Garfield*

**QUICK INFORMATION:** NYT Reporting Store | 122 events in 2018 | 12 in-school Book Fairs per year | Authors-to-School Program with 15 participating schools covering 5 districts (K-8) | Advance Reader's Copy Clubs | 5 store-run adult/teen book clubs | Bundle/Book-is-Ticket focused

### **WHERE IS EMMAUS? Remember ALLENTOWN – like the Billy Joel Song!**

We are located in the Lehigh Valley, in Eastern, PA, the fastest growing region in PA.

**An EASY 90-minutes from NYC on I-78 or 50 minutes north of Philadelphia**

- Emmaus is adjacent to Allentown (pop 120K)
- Only independent bookstore in the entire region – including **Allentown & Bethlehem.**
- **Only 1 turn from New York City!** 3rd largest area after Philadelphia & Pittsburgh

### **Social Media #PLAYBOOKS**

**Facebook** 4,500+ likes

4.9/5 rating, 95 reviews

**FB Event Group** (160 members)

FB Where's Waldo Emmaus

FB Little Free Library

**Instagram** 1300+ followers

Cats: [@wheresbernie](https://www.instagram.com/wheresbernie) & [@withgarflied](https://www.instagram.com/withgarflied)

**Twitter** 900 followers

[@letsplaybooks](https://twitter.com/letsplaybooks) #PlayBooks

### **Advertising & Marketing**

**Printed Monthly Events Calendar**

**eNewsletter** – 800+ subscribers, 53% open rate

**Membership eNewsletter** – 210 families

**Website** – Indiebound/events & presales

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

**eMarketing** – Social Media events, multiple partner event sites, blog(s).

**Newspaper** – Weekly Events Go Guide

**TV:** [Local TV segments – author promotions](#)

**Community/Events Partners:** PA School Library Association, [Bethlehem Area Public Library](#), [A Storybook Party](#), LLC., (event service/characters), [Inner Child Fun Media](#), LLC., (Creative Play Specialist – blog, websites, *Parenting* magazine's Top 10 Moms to follow on Pinterest), [Wildlands Conservancy](#), [JCC of Allentown](#), Emmaus Main Street Partners, Lehigh County Community College, Emmaus Farmers' Market, [Bradbury-Sullivan LGBTQ Center](#), and multiple restaurants in the area.



**SCHOOLS**

**COMMUNITY**

## 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 for a straight signing or seating up to 900.** *Owners were both major event directors in Washington, DC.*

**On-site:** 3 floors, a backyard & parking. Multiple spaces for 45+ open-house style, or theatre for 25+ Front & rear door - **easy flow to accommodate large signings.**

**Offsite:** School auditorium(s) seating up to 900 (public events). Library space for 150 in Bethlehem & 80 in Emmaus, Farmers' Market (outside), and Wildlands Nature Center (30 to 200+), traditional theatre(s) in Allentown & Emmaus.

**Book Fairs (In-School):** 3000 children each Fall & Spring, 5 to 6 schools per season. 100% re-booking rate.

### Event Examples from 2017/18

Title & Author/Event	Event type & Publisher	Venue	Attendance/Sales/Notes
<i>Differently Wired</i> , Deborah Reber	Workshop - Workman	Bookstore	Ticket 30/Books 33
PA School Library Assoc. PSLA	Annual Conference – 5 years	Hershey Lodge, Hershey PA Multi-day	5th year contract – now booking authors
<i>All Summer Long</i> , Hope Larson	Authors-to-Schools FS&G	2 middle schools	153 pre-orders 26 post sales + backlist
<i>The Unicorn Rescue Society</i> , Adam Gidwitz	Authors-to-Schools Dutton Books	3 middle schools	103 pre-orders 42 post sales + backlist
<i>Winter Solstice</i> , Elin Hilderbrand	Author Tea/Bundled ticket, Back Bay Books	Restaurant/Bundle Sold out	52 tickets/books (new) 36 backlist at event
<i>The Wizards of Once</i> , Cressida Cowell	Free to the public – Little Brown LBYR	High School	420 attended, sold 98 FL+ 49 BL -ongoing

**Additional Author Visits in 2018:** Matt Phelan-store (Candlewick), David Lubar-store (Tor), Paul Acampora store/school (Scholastic), Jennifer Hansen-Rolli – store/school (Random House), Chuck Wendig – store (Random House/S & S), Greg Pizzoli –store/school (Disney/Hyperion), Victoria Jamieson (Penguin)

**Non-author events:** Educator Nights (2), Summer Camps, Character Story Times, Story Times, book making & crafts, off-site interactive story time, multiple non-author book launch events, & in-store book fairs.