

NEWS RELEASE

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Texas Book Festival Names Heidi Marquez Smith As New Executive Director

Austin, TX – Feb. 14, 2008 – The Texas Book Festival today announced Heidi Marquez Smith as its new Executive Director. Smith, a resident of Austin, was among a national slate of candidates interviewed to lead one of the most prestigious book festivals in the country.

“The growing success of our organization and its programming attracted a very high caliber of competitive candidates,” Texas Book Festival Board Chairman Jan Hughes said. “However, Heidi’s credentials and experience were most impressive.”

Smith is the third executive director for the 13-year-old Texas Book Festival, which has contributed more than \$2 million in grants to libraries throughout the state. Smith most recently worked at the White House, where she held several leadership positions including Special Assistant to the President and Director, Office of Cabinet Liaison, and Special Assistant to the President and Director, Office for Presidential Correspondence. She is a native of El Paso and a graduate of the University of Texas at Austin.

“I am very excited about joining an organization with such a deep commitment to literature and literacy,” Smith said. “The Texas Book Festival is recognized across the country as a premier event and a first-class organization, and I look forward to building on its years of success.”

Married to David P. Smith, a local attorney, Smith also is the mother of a two-year-old son, Patterson. She is an active community volunteer, including service to the Texas Book Festival, St. David’s Episcopal Church Day School, and Austin Children’s Museum.

About the Texas Book Festival

The Texas Book Festival was founded in 1996 by Laura Bush and a group of interested volunteers and has been attended by half a million people from across the nation since its inception. The Festival raises money for Texas public libraries and has given more than \$2 million in grants to fund book collections and literacy programs in libraries throughout the state.

AT&T is the Festival underwriter. Events of the two-day festival are free to the public and take place in and around the State Capitol in Austin.

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