

**UNDER EMBARGO UNTIL  
MONDAY, JUNE 17, 2024**



### **Zeke Peña Announced as 2024 Texas Book Festival Poster Artist**

AUSTIN, TX (June 17, 2024) - Texas Book Festival (TBF) has announced author/illustrator Zeke Peña as the 2024 Festival poster artist. Peña crafted a custom piece of artwork for the official 2024 Festival poster image. The poster features bilingual text in English and Spanish, in alignment with the Festival's growth in its Spanish language programming.

Every year, Texas Book Festival selects an artist with a strong Texas affiliation whose work reflects the spirit of the Festival, an annual celebration of imagination, creativity, community, and diverse artistic expression.

Zeke Peña's Bio from [zpvisual.com](http://zpvisual.com): "Zeke Peña is a Xicano storyteller and cartoonist from El Paso, TX. His work is a mash-up of political cartoon, border rasquache and Hip Hop culture that addresses identity, politics, ecology and social justice. He recently illustrated the *NY Times* Bestselling book *Miles Morales Suspended: A Spider-Man Novel* (author Jason Reynolds / Atheneum, 2023). He has received several awards for his book illustrations in *My Papi Has a Motorcycle* (Quintero / Kokila, 2019) and *Photographic: The Life of Graciela Iturbide* (Quintero / Getty Publications, 2017). He received a degree in Art History from the University of Texas at Austin in 2005 and is self-taught in the studio. His work is in several collections of American and Latine art including the Smithsonian American Art Museum, National Museum of Mexican Art, and The Billy Ireland Cartoon Museum. Zeke is currently writing and illustrating his first picture book about two kids going on an adventure in the desert behind their house. @zpvisual"

"I recently became a father so this image has a lot to do with how we hand down stories from one generation to the next. So the concept for this image is centered around the history of the places that we come from," said Peña.

"It's exciting to honor Zeke Peña, an artist based in El Paso, as this year's Texas Book Festival Artist," said DJ Stout of design firm [Pentagram](http://pentagram.com). "His graphic novels, books and posters tell the stories of the Texas-Mexico border."

"Zeke Peña's art serves as a vibrant testament to TBF's unwavering dedication to Texas artists, illustrators, writers, and ultimately Texas's wonderful diversity," said TBF CEO Marianne DeLeón. "Zeke is our first poster artist from El Paso, and his piece, custom made for the 2024 Festival, showcases TBF's commitment to the rich cultural tapestry of our state. With the launch of Reading Rock Stars in El Paso in 2023, our hope is to bring El Paso in closer, while celebrating authors, illustrators and readers from across our great state."

View and download a high-resolution artist headshot and poster image file [here](#).

**UNDER EMBARGO UNTIL  
MONDAY, JUNE 17, 2024**

Merchandise featuring the official 2024 Festival poster image will be available for purchase at the Texas Book Festival on November 16–17, 2024 and online through the Texas Book Festival website at [www.texasbookfestival.org](http://www.texasbookfestival.org).

The Texas Book Festival is presented by H-E-B. Other major sponsors include Brigid Cockrum and Family, Tejemos Foundation, Tocker Foundation, Kirkus Reviews, Still Water Foundation, The Rea Charitable Trust, the City of Austin Economic Development Department, Buena Vista Foundation, Tapestry Foundation, Central Market, Texas Monthly, Jordan Foster Construction, and RNDC. Clampitt Paper is a generous sponsor and partner for the Festival poster. BookPeople is the official Festival bookseller.

**Media Contact:**

Jose Rodriguez, Communications & PR Coordinator  
[Jose@texasbookfestival.org](mailto:Jose@texasbookfestival.org)

###

**ABOUT TEXAS BOOK FESTIVAL**

With a vision to inspire Texans of all ages to love reading, Texas Book Festival connects authors and readers through experiences that celebrate the culture of literacy, ideas, and imagination. Founded in 1995 by former first lady Laura Bush, Mary Margaret Farabee, and a group of volunteers, the nonprofit Texas Book Festival promotes the joys of reading and writing through its annual Festival Weekend, the Reading Rock Stars Title I elementary school program, the Real Reads middle school, high school, and early college program, grants to Texas libraries, and year-round literary programming. The 2024 Texas Book Festival will take place from November 16–17, with events taking place in downtown Austin and at the Texas Capitol, featuring renowned authors, panels, book signings, and activities. Thanks to generous donors, sponsors, and volunteers, the Festival remains free and open to the public. Learn more at [www.texasbookfestival.org](http://www.texasbookfestival.org) or follow along on [Instagram](#), [Facebook](#), and [X](#) @texasbookfest.