



THE TEXAS BOOK FESTIVAL ANNOUNCES PARTNERSHIP WITH BOOKPEOPLE

BookPeople to Serve as the Official Bookseller for The Texas Book Festival Weekend and Year-Round Events

AUSTIN, TX (July 25, 2017) – The Texas Book Festival announced today that BookPeople, Texas’s leading independent bookstore, will serve as the official and main bookseller for the Texas Book Festival. BookPeople will partner with TBF year-round as the bookseller for literary events, including the 2017 Festival Weekend, the Texas Book Festival Gala, and any TBF events in Austin at which book sales will occur.

“BookPeople is proud to be the new official bookseller for the Texas Book Festival,” says BookPeople CEO Steve Bercu. “This partnership between the Texas Book Festival and BookPeople cements that the Festival is a wholly Texan celebration of the written word. This year’s Festival is shaping up to be one of the best yet and we can’t wait to be a part of it!”

The 2017 TBF lineup will feature 275 celebrated and emerging writers, including journalists, artists, scientists, and more. Book sales for participating writers will be available at a main adult book sales tent, a children’s book sales tent, and a cooking tent. There will also be book sales at designated indoor venues, including First Baptist Church, the Omni Hotel, First United Methodist Church, and Central Presbyterian Church. Additionally, for the first time ever, people who cannot attend the Festival will be able to pre-order signed copies of select Festival authors’ books and pick them up at BookPeople after the Festival Weekend, or have them shipped anywhere in the world. A percentage of book sales from the Festival Weekend will go back to TBF to support its mission and programs.

Beyond the Festival Weekend, BookPeople and TBF will partner often on year-round events, including a day of sales at BookPeople where a percentage of sales for the day will benefit a specific TBF outreach program. With this partnership, TBF and BookPeople will be full media partners, aiming to reach more readers through digital content and author events.

“We are very excited to work with BookPeople, not only for the annual Festival Weekend, but throughout the year,” says TBF Executive Director Lois Kim. “We’ve been so impressed by the work BookPeople has done in the community to champion books and support literacy, and we can’t wait to join forces to reach even more readers in Austin and beyond.”

The Festival Weekend includes acclaimed authors at readings, panel discussions, and signings; exhibitor booths and food vendors; tents and venues, including cooking, C-SPAN, children's entertainment, and live music performances. Spread throughout the grounds of the State Capitol and along Austin's iconic Congress Avenue, the 2017 Texas Book Festival Weekend will take place on November 4 and 5.

For more information on the Texas Book Festival, please visit www.texasbookfestival.org and follow along on Facebook, Twitter, and Instagram @texasbookfest.

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ABOUT TEXAS BOOK FESTIVAL

The 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 one-day Texas Teen Book Festival, the Reading Rock Stars program, grants to Texas libraries, Fresh Ink Fiction Contest, and year-round literary programming. The Festival is held on the grounds of the Texas Capitol each fall and features more than 250 renowned authors, panels, book signings, live music, cooking demonstrations, and children's activities. The 2017 Texas Book Festival Weekend will take place on November 4 and 5. Thanks to generous donors, sponsors, and 1,000 volunteers, the Festival remains free and open to the public.

Visit www.texasbookfestival.org for more information, and join the conversation using the hashtag #txbookfest on Facebook, Twitter, and Instagram @texasbookfest.

ABOUT BOOKPEOPLE

BookPeople has been Texas' leading independent bookstore since 1970. Located in the heart of downtown, BookPeople has been voted best bookstore in Austin for over 20 years, and was voted Bookstore of the Year by *Publisher's Weekly* in 2005. With visits from some of the most interesting and important authors of the last 45 years, BookPeople is the destination bookstore in Texas.