



JON FLAMING

2023 Social Impact Report

Table of Contents



A Year of Programs and New Initiatives	1
2023 By the Numbers	3
The 28th Annual Texas Book Festival	4
School & Community Programs	17
Community Programs	22
Online Engagement	23
The First Edition Literary Gala	24
Financial Overview	25
Our People	26
Our Supporters	28
Thank You!	30
Want to Get Involved?	31

Texas Book Festival 2023 Social Impact Report

Dear Texas Book Festival Community,

We hope this letter finds you filled with the same sense of anticipation and excitement that we're experiencing as we step into a new year of Texas Book Festival. Our goal is to continue building on the visionary leadership that has shaped TBF's 29-year legacy and left an indelible mark on our organization.

As we reflect on the past and look forward to the future, we are eager to share with you the impact of our collective efforts over the past year. Texas Book Festival continues to stand behind our mission: connecting authors and readers through experiences that celebrate the culture of literacy, ideas and imagination. Our Social Impact Report for the year presents compelling evidence of the transformative power of books and reading. Through our programs and initiatives, we have witnessed firsthand how books have the remarkable ability to bring us together, transcending boundaries of geography, culture, and ideology. Whether through shared stories, thought-provoking discussions, or moments of quiet reflection, books have the unique capacity to foster connections and forge bonds that endure long after the pages have been turned. To this end, in 2023, 330 Texas Book Festival authors ascended the steps of the state capitol to support nearly 40,000 visitors on their individual and collective journeys of self-discovery and empathy.

Furthermore, we recognize that improved literacy is not only a fundamental right but also a catalyst for positive change. By equipping our community with books and introducing authors to communities across Texas, we provide a view into the world of books, reading, and literacy.

Literacy serves as a cornerstone to growth and knowledge. Our 68 Reading Rock Stars and Real Reads authors visited 34 Title I Schools and partner organizations across the state, serving almost 17,000 underserved young people and leaving them each with a book of their very own. Through TBF's Library Grants program, Texas Book Festival administered nearly \$100,000 to expand collections in 41 (mostly rural) libraries across the state.

As we embark on the journey ahead, we are excited to share our vision for the 2024 Texas Book Festival—a vision to inspire Texans of all ages to love reading. We are deeply grateful for your unwavering support and commitment to our mission.

With warm regards,



Gigi Edwards Bryant
Board Chair

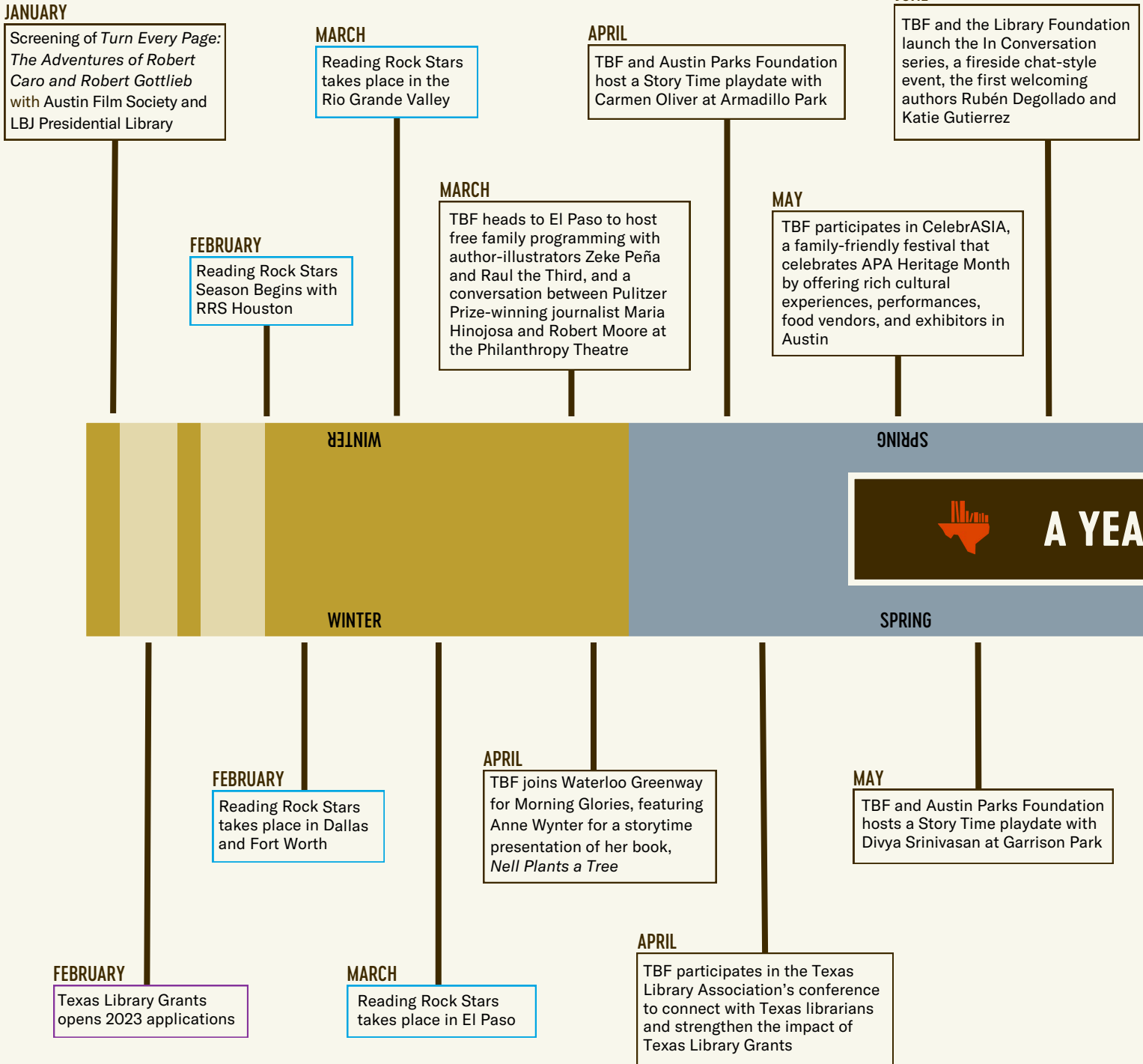


Marianne DeLeón
CEO

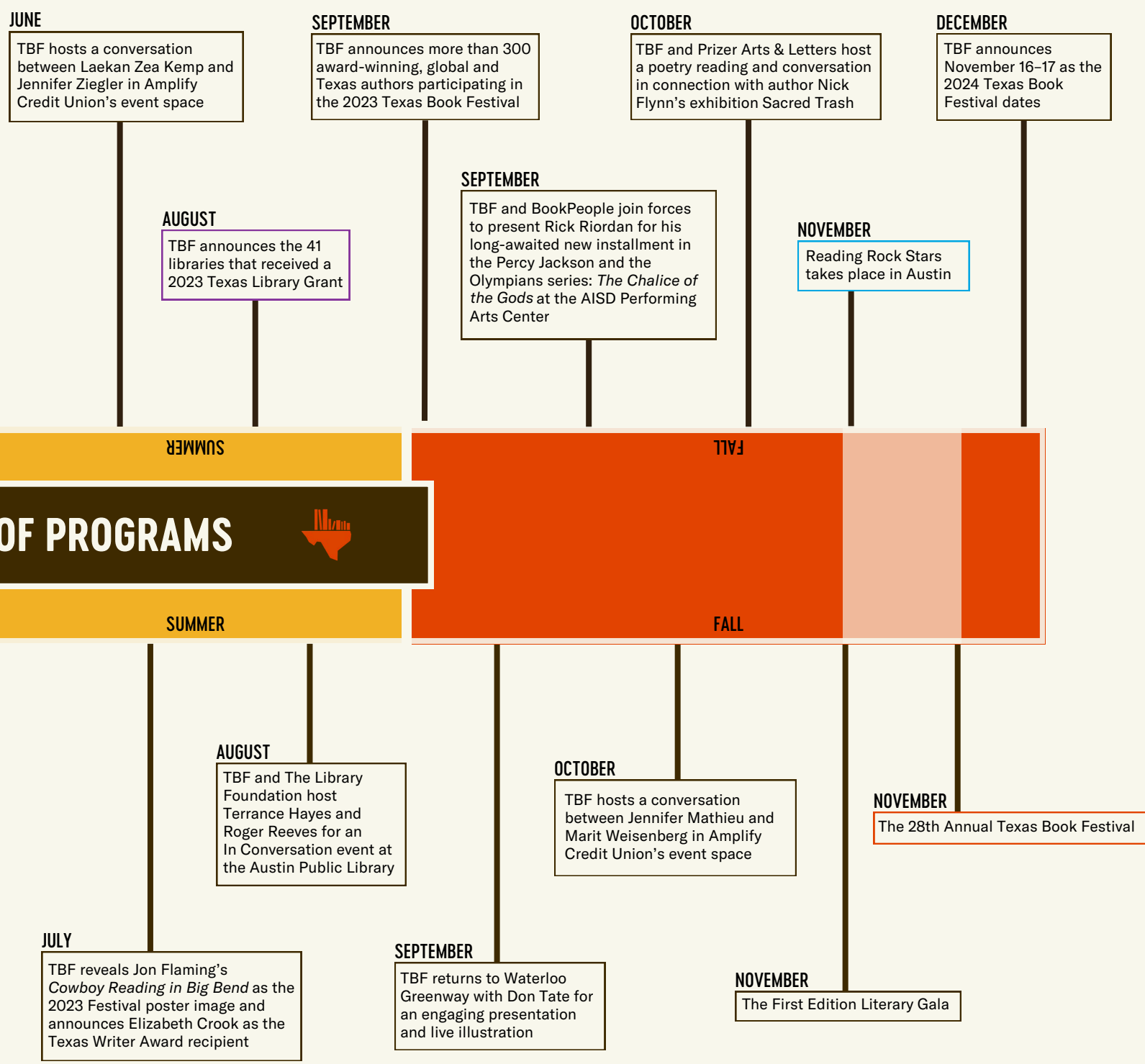


Dalia Azim
COO

A Year of Programs and New Initiatives



Texas Book Festival 2023 Social Impact Report



OF PROGRAMS

2023 By The Numbers



40,000
Festival Attendees



330
Festival
Authors



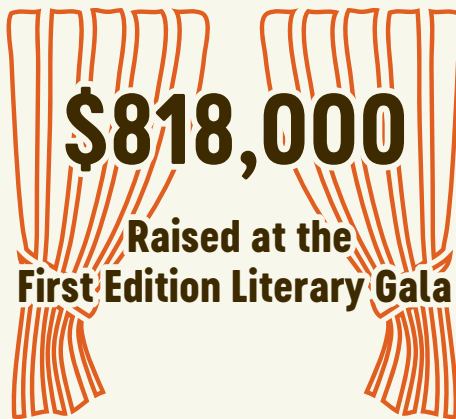
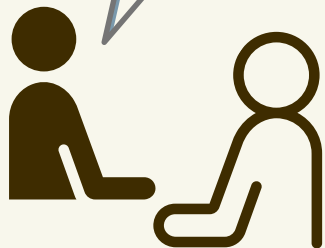
\$97,500 Given in Texas
Library Grants



79 Small business
vendors and
food trucks hosted
Festival weekend



225 Festival
Sessions



\$818,000

Raised at the
First Edition Literary Gala



635 Festival
Friends
Pass Holders

16,000+

free, signed books given to
students through our Real Reads and
Reading Rock Stars Programs



The 28th Annual Texas Book Festival

The air in Downtown Austin vibrated with a palpable energy November 11–12. From a bird’s-eye view, you could see rows of big white tents lining Congress Avenue and 11th Street, setting the stage for the 28th Annual Texas Book Festival. At the center of it all was the Texas Capitol building, which served as a primary venue and guiding landmark for Festival-goers. Partnerships with The Contemporary Austin and the Texas State Library and Archives Commission provided additional sites for Festival programming, and the Stateside Theatre, First United Methodist Church, First Baptist Church, and Central Presbyterian Church served as additional venues.



Texas Book Festival 2023 Social Impact Report

TBF's 225 Festival sessions in 2023 offered something for everyone—authors writing across genres, cooking demonstrations, activities for younger readers, and much more. This year we were excited to launch two new tents: *Leamos: Hispanic and Latine Writers & Literature in Spanish*, and Camp TTBF, a place for teen readers to gather.

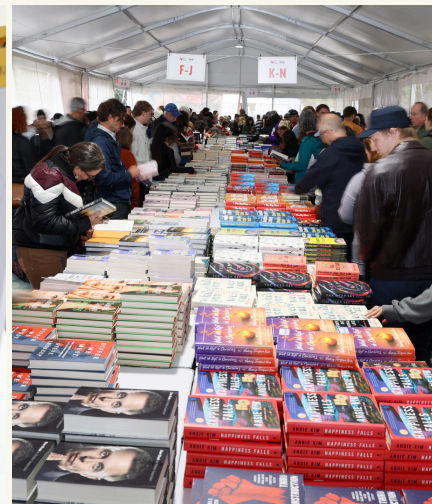
A few highlights from the 2023 Festival:

- A unique event with Pulitzer Prize-winning author Lawrence Wright that included original musical compositions performed by the author and his son.
- Packed houses for panels featuring bestselling authors Ann Patchett, Abraham Verghese, Roxane Gay, Steve Inskeep, Walter Isaacson, Tim O'Brien, and Stacey Abrams.
- Photographers Roj Rodriguez and Al Rendón discussing the art of cultural heritage, and Mitchell S. Jackson talking about bespoke basketball fashion.



- A cooking demonstration with award-winning Chef Kenny Gilbert (once personal chef to Oprah Winfrey), and other hunger-inducing demos with chefs Amy Thielen, Valentine Thomas, Yvette Marquez-Sharpnack, and Agatha Achindu.
- Timely conversations on major issues of the day in our Book TV on C-SPAN2 Tent, including Jeff Goodell on climate change, Bill Ong Hing and Alejandra Olivia on immigration, and Loren Grush with Sarafina El-Badry Nance on pioneering women in STEM.

Texas Book Festival 2023 Social Impact Report



Programs for young adults and young readers included:

- Ali Hazelwood and Aaron H. Aceves in conversation about writing teenage love, angst, and coming-of-age.
- A reading and live illustration of audience members from *Dork Diaries* authors Rachel Renée Russell & Nikki Russell.
- Storytimes with beloved children's book authors such as Vashti Harrison, Kaz Windness, and Michael Genhart, including a slate of bilingual Spanish-English sessions.
- Middle-grade authors Jasminne Mendez, Nicole Chen, and Jamar J. Perry.
- YA authors Trang Thanh Tran and Linda Cheng riveted readers, speaking about haunted houses and mysterious murders.

When not attending sessions, Festival-goers perused our many exhibitor tents, shopped for books inside the BookPeople Sales Tents, and enjoyed food from our fabulous restaurant vendors.

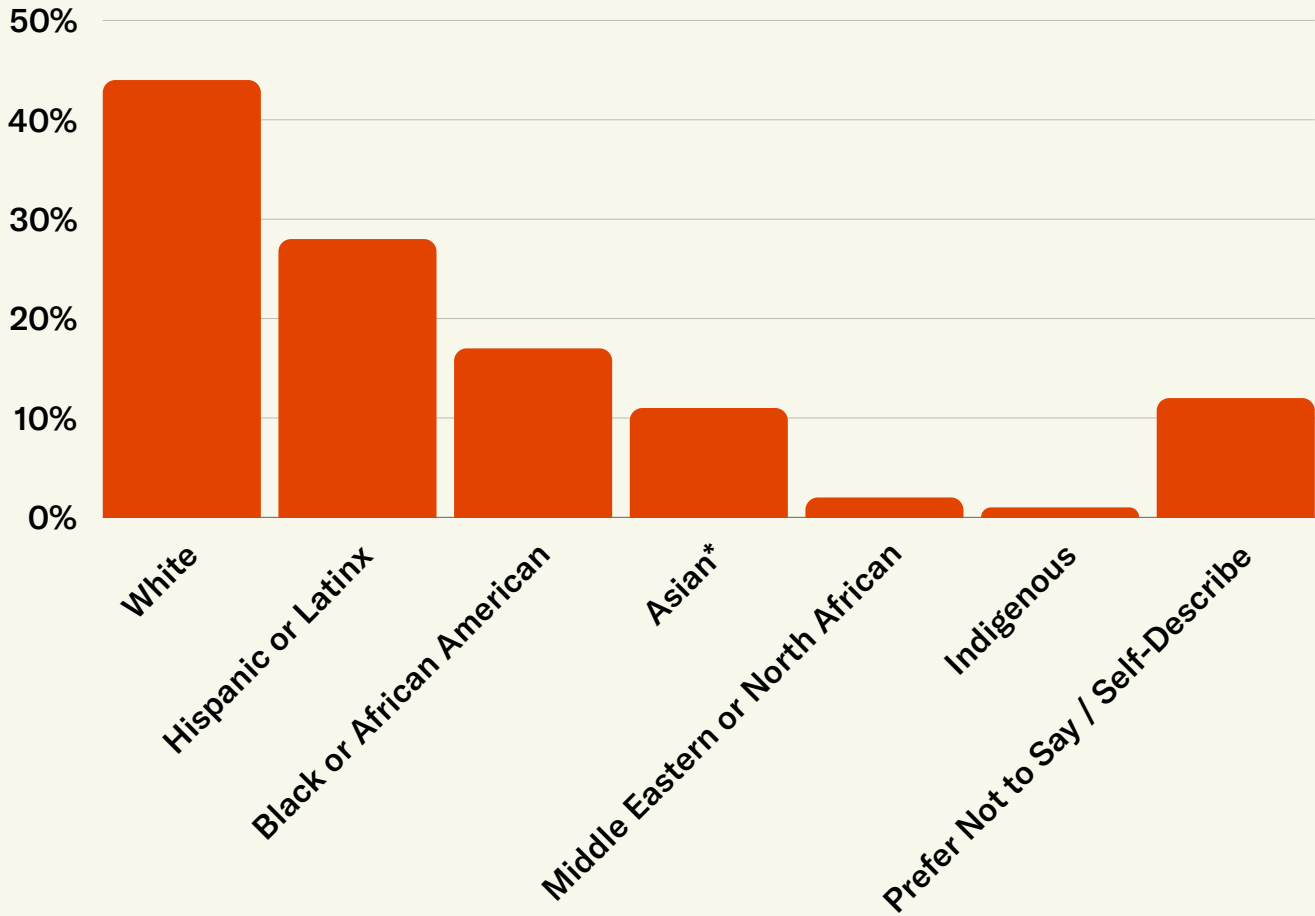
1,000+ volunteers give their time to making the Festival a success every year, ensuring an enjoyable experience for our 40,000 attendees.

Celebrating 2023 Festival Authors



<p>The Washington Post The 10 best books of 2023</p>			<p>KIRKUS REVIEWS</p>					
<p>The New York Times 100 Notable Books of 2023</p>								

Festival Author Demographics



*East Asian (7%), South Asian (3%), Southeast Asian (1%)

Authors Who Self-Identified as BIPOC **56%**



Authors Who Self-Identified as LGBTQIA+ **17%**

*Includes authors who confirmed but canceled before Festival Weekend
+Totals include authors who identified as more than one race or ethnicity

Festival Poster Artist



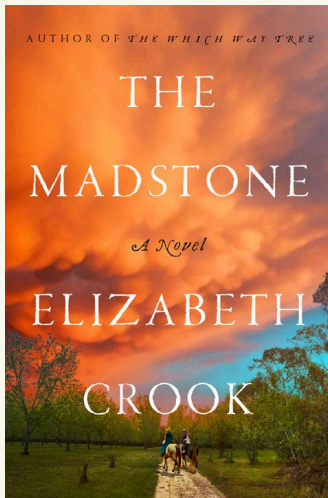
Artist Jon Flaming's artwork *Cowboy Reading in Big Bend* was selected as the 2023 TBF Poster image. Born in Wichita, Kansas in 1962, Flaming moved to Texas in 1967 and grew up in Dallas/Richardson. His fine art is in the permanent collections of the Tyler Museum of Art, The Grace Museum in Abilene, The Museum of the Southwest, and the San Angelo Museum of Fine Art. His work is also in many private and public collections and has been exhibited in numerous solo and group shows. Jon lives with his wife, Kathy, in Richardson. They have three married children and four grandchildren. We are honored by the opportunity to have partnered with Flaming throughout the Festival season.



Texas Writer Award



Since 1999, the Texas Writer Award has been given annually to an individual for outstanding contributions to Texas letters, education, literary arts, and culture. TBF was honored to present the 2023 award to Elizabeth Crook, acclaimed novelist and frequently featured author at the Texas Book Festival. Crook is the author of six novels, including *The Which Way Tree*, *The Night Journal* – which received the Spur Award from Western Writers of America – and *Monday, Monday* winner of the Jesse H. Jones Award from the Texas Institute of Letters. Crook's latest novel, *The Madstone*, was published by Little, Brown and Company in November 2023. The 2023 Texas Writer Award was presented to Crook during a special presentation in the Capitol Auditorium during Festival Weekend, along with a custom pair of handcrafted boots from El Paso-based artisanal bootmakers Rocketbuster. TBF Literary Director Hannah Gabel interviewed Crook last year about her latest novel.



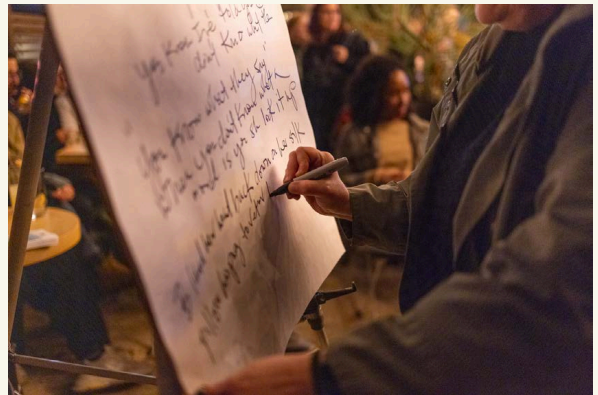
Ticketed Sessions

In 2023, TBF hosted three ticketed conversations, featuring Michael Cunningham (*Day: A Novel*), Roxane Gay (*Opinions: A Decade of Arguments, Criticism, and Minding Other People's Business*), and Stacey Abrams (*Rogue Justice*). Proceeds from book ticket sales support the annual Festival and our year-round programs.



Lit Crawl

Festival attendees with a little pep left in their step on Saturday evening were invited to mosey over to Austin's East side for the 13th Annual Lit Crawl, where a night of performances, games, trivia matches, and storytelling sessions awaited them.



Vintage Bookstore & Wine Bar

1101 E 11TH ST

TORCH Showcase

presented by TORCH Literary Arts



Cynthia Manick, Aira D. Matthews, Deborah D.E.E.P. Mouton, Anastacia-Renee, and Safiya Sinclair.

TORCH

Noir at the Bar



Chandler Baker, David McCloskey, Mike McCrary, Amanda Moore, James Wade, and Ashley Winstead.

Ginbar

1813 E 6TH ST

Literary Death Match



Elise Hu, Ling Ling Huang, Kari Lavelle, Simon Sebag Montefiore, and Tori Pool.

**Literary
Death
Match**

Battle of the Craft Experts presented by Story Studio Chicago



Andrew Sean Greer, Angie Kim, Andrew Porter, Héctor Tobar, and Laura Villareal.

20 YEARS **STORYSTUDIO
CHICAGO**

Daydreamer

1708 EAST 6TH ST

Dear Buffalo

presented by American Short Fiction



Oksana Lutsyshyna, Greg Marshall, Chaitali Sen, Tyriek White, and Ada Zhang.



Build a Story

presented by Writers League of Texas



Jennifer duBois, Tonia Ransom, Dan Solomon, Stacey Swann, Jonny Garza Villa, and more!



Saddle Up

1309 ROSEWOOD AVE

Story Department

presented by Austin Bat Cave



KB Brookins, Nick Flynn, Roger Reeves, Rachel Louise Snyder, and Luis Alberto Urrea.



Banned Book Bash

presented by Librotraficantes



Jennifer de Leon, Alma García, Esmeralda Santiago, Diamond Braxton, Leticia Urieta and more!

Festival Friends



In 2024, TBF was proud to reach a record number of Festival Friends and raised \$81,970. Festival Friends pass holders enjoy a slate of benefits, including priority access to select Festival sessions and signing lines, a free audiobook from [Libro.fm](https://www.libro.fm), and acknowledgment on our Festival Friends donor wall. Festival Friends who donate \$250 or more receive a free 1-year subscription to *Texas Monthly*.

Support our mission by becoming a 2024 Festival Friend today!



From Our Attendees

“Thank you for all your hard work coordinating this! I always have a great time each year visiting booths and listening to panels. This is a great event for our city and our writers.”



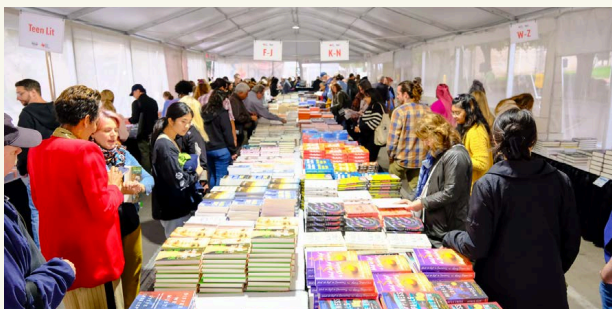
“My son loved the bilingual story times!”



“It my first time at this Festival and it was wonderful.”



“I look forward to the fair every year- such a wonderful treat - so amazing to hear so many different authors speak and oh! the chance to buy so many Books”



*All quotes were pulled from 2023 Festival survey responses

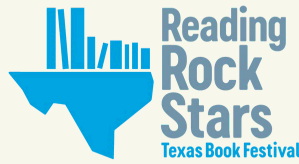
School & Community Programs



- ★ Reading Rock Stars brings award-winning authors to schools to share stories that ignite curiosity and excitement among young readers and provide memorable experiences to support a lifelong love of reading, writing, and creativity.
- ★ Author visits are the culmination of several weeks of planning on the part of students, educators, and TBF staff, and the visit concludes with each student taking home a signed copy of the author's book. In 2023, TBF distributed more than 15,000 books to students at 28 schools across the state.
- ★ The program currently serves schools in Austin, the Rio Grande Valley, Houston, Dallas, Fort Worth, and El Paso with a strategic plan to grow the number of regions served throughout the state. Since 2001, TBF has donated 167,232 books to children across Texas through this initiative.



Texas Book Festival 2023 Social Impact Report



2023 Reading Rock Stars Authors

Andrea Beatriz Arango	Debbi Michiko Florence	Pedro Martin	Ana Siqueira
Rebecca Balcárcel	Van G. Garrett	Jasminne Mendez	Nicholas Solis
Derrick Barnes	Xavier Garza	Sarah Mlynowski	Christina Soontornvat
Chris Barton	Michael Genhart	Carmen Oliver	Shadra Strickland
David Bowles	Vashti Harrison	Emma Otheguy	Carmen Tafolla
Max Brallier	Zara Gonzalez Hoang	Ridley Pearson	Don Tate
Andrea Cáceres	Laekan Zea Kemp	Zeke Peña	Raul the Third
Jorge Cham	Eliza Kinkz	Jamar J. Perry	Jesus Trejo
Elisa Chavarri	Minh Lê	Andy J. Pizza	Karla A. Valenti
Adrianna Cuevas	Stacey Lee	Jarret Pumphrey	Marcelo Verdad
J. Elle	Carole Lindstrom	Jerome Pumphrey	Kaz Windness
Zetta Elliott	Robert Liu-Trujillo	Erika Said	Anne Wynter



Texas Book Festival 2023 Social Impact Report



- Modeled after our long-running elementary-focused Reading Rock Stars program, Real Reads aims to foster the love of reading in young readers, primarily serving Texas middle school and high school students. Students have the opportunity to engage in reading and writing through peer-based book studies and connect with award-winning authors through in-person sessions.
- In each Real Reads program, students hear from the author about their creative journey, process, and inspiration. Students also prepare thoughtful questions in advance and have the chance to ask them directly.
- In 2023, Real Reads welcomed 6 authors to two regions for some exciting presentations and discussions.



Derrick Barnes



Nicole Chen



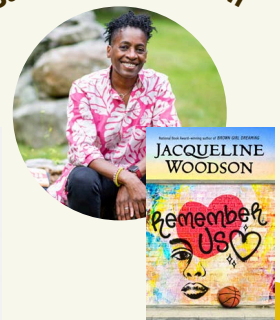
Carmen Tafolla



Héctor Tobar



Jacqueline Woodson



Community Programs

TBF hosts public programs throughout the year, in Austin and Beyond. In 2023, we traveled to El Paso to host a free, public conversation between Pulitzer Prize-winning journalist Maria Hinojosa and Robert Moore, founder and CEO of El Paso Matters at the Philanthropy Theatre. While in El Paso we also produced a slate of free family programming featuring author-illustrators Zeke Peña and Raul the Third. We partnered with Waterloo Greenway for their Morning Glories program, first with author Anne Wynter for a storytime presentation of her book *Nell Plants a Tree* in the spring, and again in the fall with author Don Tate, who read his book *Roto and Roy: Helicopter Heroes* and engaged families with a live illustration. In 2023, TBF launched a new series in partnership with the Library Foundation titled “In Conversation.” The launch of this collaboration featured novelists Rubén Degollado and Katie Gutierrez, and the second celebrated poets and essayists Terrance Hayes and Roger Reeves. The new program carves out an intimate gathering space in Austin Public Library’s Gallery Room for the public to thoughtfully engage with authors presenting their new books.

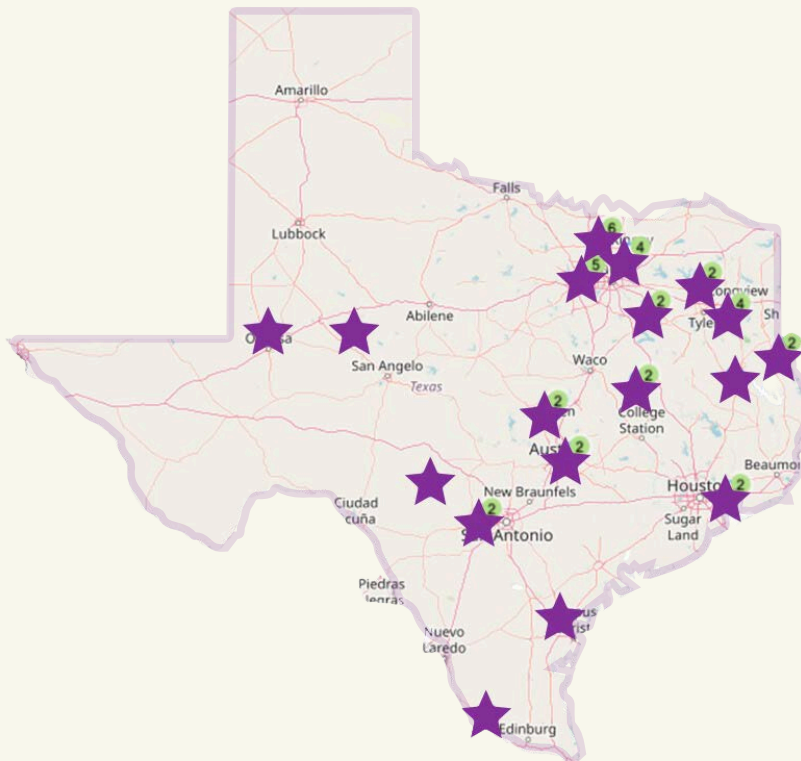


Texas Library Grants



The Texas Library Grants program is our way of helping to bolster what we believe to be an essential community resource pillar: the public library. Our goal is to provide grants that allow libraries to enhance their collections with books that meet the unique needs of their communities. In 2023, we proudly awarded \$97,500 to 41 libraries across Texas. Since its founding in 1995, Texas Book Festival has distributed 1,402 grants totaling more than \$3.5 million to 600+ libraries across the state.

Map of 2023 Texas Library Grant Recipients



Texas Book Festival 2023 Social Impact Report

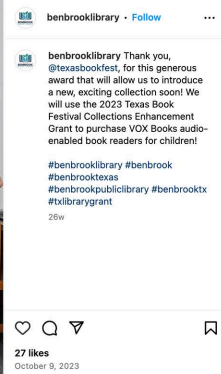


2023 List of Recipients

Allen Memorial Public Library
 Arlington Public Library
 Balch Springs Library
 Bastrop Public Library
 Bedford Public Library
 Benbrook Public Library
 Bertram Library
 Castroville Public Library
 Chambers County Library
 Cleburne Public Library
 Cooke County Library
 Corsicana Public Library
 Davis Library
 Dickinson Public Library

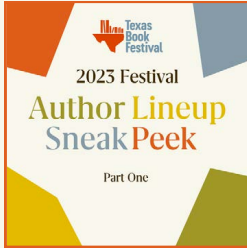
Driscoll Public Library
 East Travis Gateway Library District
 Ector County Library
 Fannie Brown Booth Memorial Library
 Farmers Branch Manske Library
 Henderson County Library
 J.R. Huffman Public Library
 Jarrell Community Library
 Judy B. McDonald Public Library
 Lillie Russell Memorial Library
 Little Elm Public Library
 Longview Public Library
 Mesquite Public Library
 Nueces County Keach Family Library

Pilot Point Community Library
 Real County Public Library
 Rio Grande City Public Library
 Roberta Bourne Memorial Library
 Robertson County Carnegie Library
 Rusk County Library
 Sachse Public Library
 Sterling County Public Library
 TLL Temple Memorial Library
 Valley Ranch Library
 W. Walworth Harrison Public Library
 Whitehouse Community Library
 Zula B. Wylie Public Library



Online Engagement

In 2023, Texas Book Festival grew its digital audiences across all platforms. Thank you to all of our followers and online supporters for helping to spread the word! Fans of TBF are invited to experience some signature conversations from the 2023 Festival on the Texas Book Festival Youtube Channel.



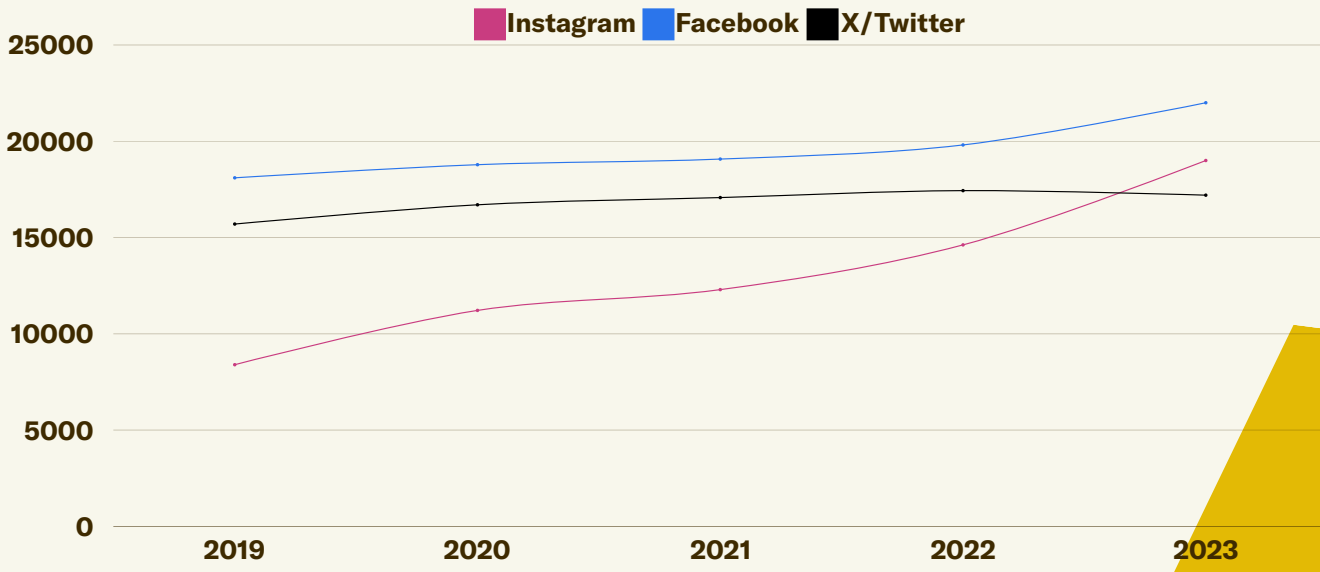
Watch a 2023 Festival Recap

Texas Book Festival 2023

November 11–12 | Downtown Austin

ADULT FICTION

Stacey Abrams • Mana Kwame Adjei-Brenyah • Sylvia Aguilar-Zeleny
 Charlie Alcorn • Asale Angel-Ajani • John Manuel Arias • Isa Arsen
 Chandler Baker • Celia Bell • Rosa Beltrán • David A. Bowles
 Anne Burt • Christine Byl • Edward Carey • Lakesha Carr • Ana Castillo
 Kevin Chen • May Cobb • S.A. Cosby • Justin Cronin • Elizabeth Crook
 Michael Cunningham • Jennifer duBois • Rachel Eliza Griffiths • Patricia Engel
 Benjamin Fountain • Rafael Frumkin • Cristina Garcia • Alma Garcia
 Andrew Sean Greer • Louisa Hall • Aaron Hamburger • Rachel Harrison
 Hopeton Hay • Ling Ling Huang • Tania James • Paulette Jiles
 Eskor David Johnson • Nancy Jooyoun Kim • Angie Kim • Yume Kitasei
 Jonathan Lethem • Jardine Libraire • Oksana Lutsyshyna • Lindsay Lynch
 James Magnuson • Rebecca Makkai • Stephen Markley • Joyce Maynard
 David McCloskey • Sean Michaels • Jamila Minnick • Szilvia Molnar
 DK Nuroo • Tim O'Brien • Ehigbor Okusun • Ed Park • Ann Patchett
 Sajini Patel • Andrew Porter • Kevin Powers • Shelley Read
 Ramona Reeves • Jess Row • Steven Rowley • Rudy Ruiz • Etaf Rum
 Kennedy Ryan • Esmeralda Santiago • Richard Santos • John Scalzi • Chaitali Sen
 Curtis Sittenfeld • Brandt Skyhorse • Brendan Stocumb • Dominic Smith
 Cadwell Turnbull • Luis Alberto Urrea • Deepa Varadarajan • Alejandro Varela
 Abraham Verghese • Laura Warrell • Tyriek White • Katie Williams • Kirk Wilson
 Alice Winn • Ashley Winstead • Tracy Wolff • Lawrence Wright • Ada Zhang



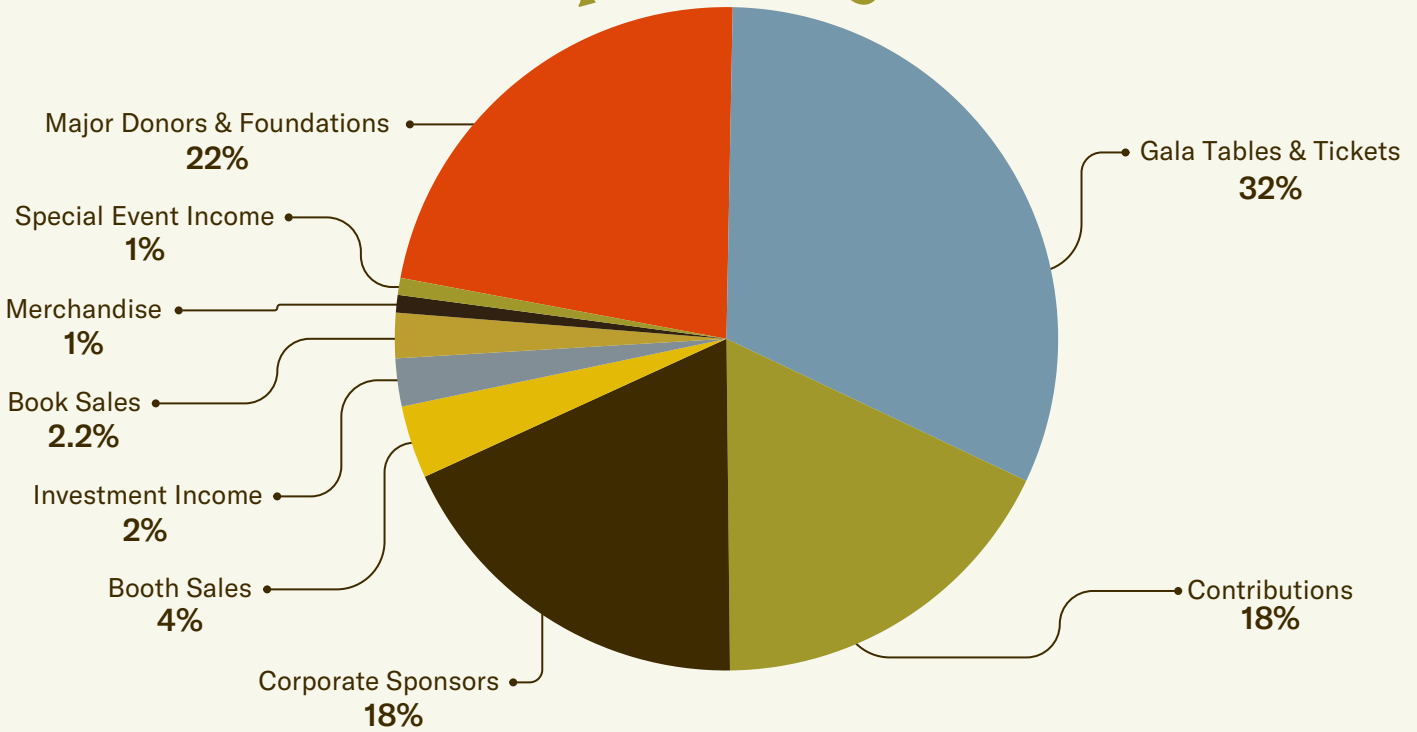
The First Edition Literary Gala

The 2023 First Edition Literary Gala was held on Thursday, November 9. We returned to the Fairmont Austin to welcome 712 book lovers. Steve Inskeep, co-host of NPR's *Morning Edition* and author of *Differ We Must*, served as emcee for the night. The evening's headliners included Ann Patchett, 2023 National Humanities award winner and author of *Tom Lake*, Roger Reeves, Griffin Poetry Prize recipient and author of *Dark Days: Fugitive Essays*, and Abraham Verghese, *New York Times* bestselling author of *The Covenant of Water*. The program also featured remarks from 2023 Texas Writer Award recipient Elizabeth Crook, a tribute to TBF's outreach programs from longtime Reading Rock Stars and Festival children's author Carmen Tafolla, and a silent auction featuring one-of-a-kind literary experiences with Festival authors among other enticing packages. Thank you to Gala Co-Chairs Anne Campbell and Lauren Smith Ford, the Gala committee, Fern Santini for an unforgettable step and repeat design, King Florist for their beautiful table centerpieces, RNDC for the fabulous wine, donors, staff, and volunteers. Through the combined efforts of these individuals and groups, TBF raised \$632,738 in ticket sales and sponsorships and an additional \$186,271 in auction and paddles-up revenue.

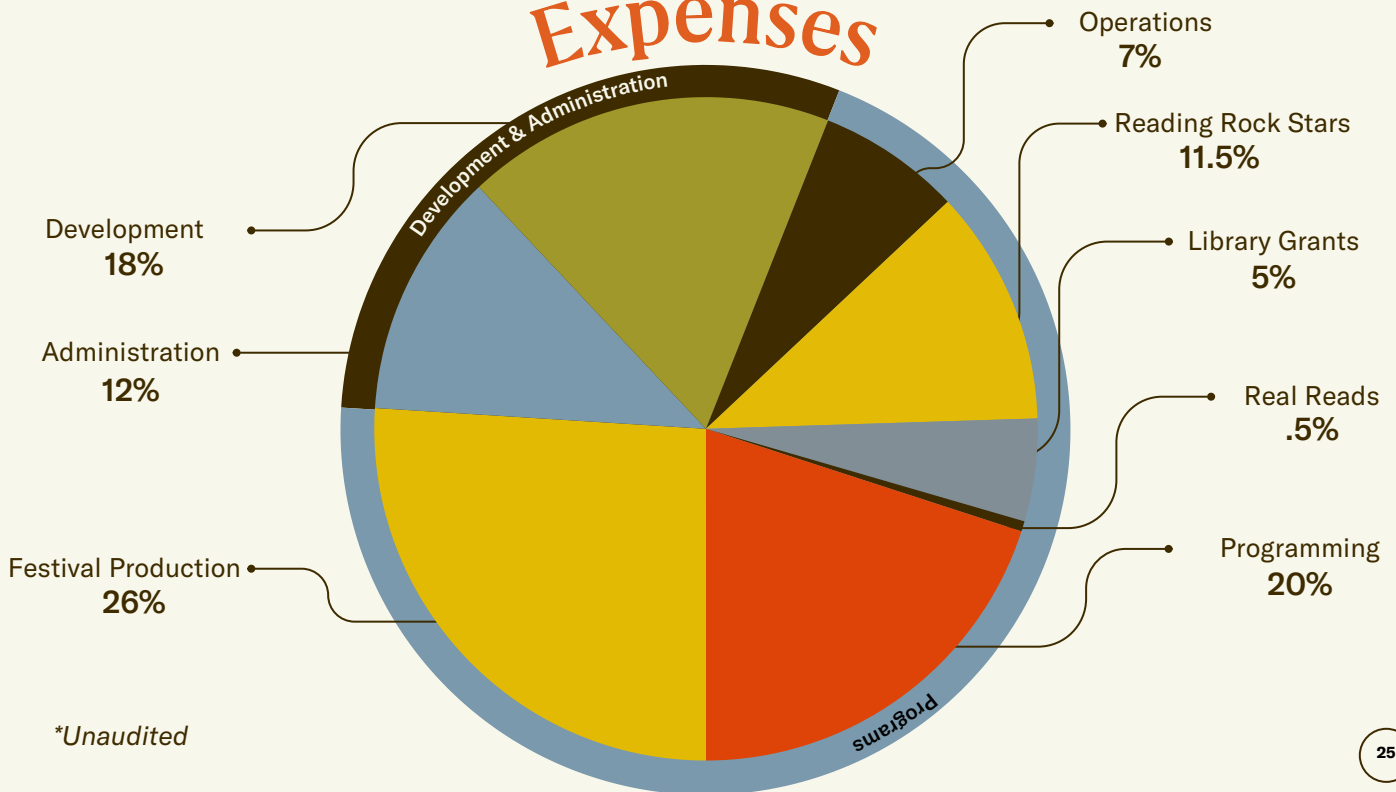


Financial Overview

Revenue



Expenses



*Unaudited

Our People

Susannah Auby



Development
Director

Dalia Azim



Chief
Operations Officer

Marianne DeLeón



Chief
Executive Officer

Anna Dolliver



Operations &
Literary Coordinator

Hannah Gabel



Literary
Director

Becky Gomez



Digital Content &
Design Coordinator

Michelle Hernandez



Director of
Youth Programs

Olivia Hesse



Event Production &
Logistics Coordinator

Jose Rodriguez



Communications & Public
Relations Coordinator

2023 INTERNS

Madison Alvarez

Communications & PR Intern

Sarai Diaz

Event Production & Logistics Intern

Akhila Gunturu

Literary Intern

Shivani Purohit

Development Intern

Chaeli Raney

Digital Content & Design Intern

Yliana Roland

Literary Intern

Mirely Salinas

School & Community Programs Intern

Texas Book Festival 2023 Social Impact Report

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**AND A SPECIAL THANKS TO THE 1,000+ VOLUNTEERS
THAT MAKE THE FESTIVAL WEEKEND POSSIBLE**

Our Supporters

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Texas Book Festival 2023 Social Impact Report

\$25,000+

Betsy and Hughes Abell
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Eleanor Crook
Herbert Simon Family Foundation
Lynn Dobson and Greg Wooldridge

Anna and Jason Herd /
Springhouse Foundation
Annie and Ryan Jacob
Donna and Darryl Tocker
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\$15,000+

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\$10,000+

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Wendy and Steve Martinez
Genevieve and Jared Padalecki
Sid Richardson Foundation
St. David's HealthCare
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\$5,000+

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Sarah Coleman and Nick Barnard
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Marcia and Dan Goodgame
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Michener Center for Writers
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Ryan Foundation
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Annie Downing
Dorothy Harrigan Guerrero
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Martha Pincoffs

Fern Santini
Mia Maxter Smail
Julie Smith
Virginia Strama
Darryl Tocker
Kate Waitzkin
Emily Waldmann and Rene Ortiz
Dalton Young
Sheila Youngblood

Thank you!



Because of your support, TBF is able to provide the annual Festival free of charge and offer high quality literary programming and books to communities across Texas. Thank you for sharing Texas Book Festival’s vision to inspire all Texans to love reading.



Get Involved

VOLUNTEER



We rely on hundreds of volunteers who generously donate their time during Festival Weekend. Sign up for the TBF newsletter at www.texasbookfestival.org/subscribe to be the first to learn when volunteer opportunities are open.

DONATE

Every donation we receive goes directly to ensuring that the Annual Festival remains free and open to the public and also supports our state-wide outreach programs. To thank donors of \$100 or more, we offer a Festival Friends Pass, which provides special access to select Festival sessions and signing lines. To make your tax-deductible donation today, visit www.texasbookfestival.org/donate.

ATTEND THE GALA



The First Edition Literary Gala is TBF's signature fundraising event. The 2024 Gala will be held on Friday, November 15, featuring an evening filled with literary luminaries, delectable cuisine, and live entertainment. Save the date and sign up for the TBF newsletter to be the first to learn about this opportunity to mingle with authors, supporters, and fellow book enthusiasts, all while supporting literacy and education initiatives across Texas.

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