



Cincinnati USA Book Festival

Organizers: Borders Books, CET, Cincinnati Magazine, The Mercantile Library, Public Library of Cincinnati and Hamilton County, and University of Cincinnati Libraries

www.booksbythebanks.org

Increases in Attendance & Sales Tell Tale of Success at the 2nd Annual Books by the Banks: Cincinnati USA Book Festival

To get a good read on the 2nd annual Books by the Banks: Cincinnati USA Book Festival take a closer look at the underlying story. It's a successful tale told through 102 authors, approximately 2,000 attendees, 110 volunteers and the six area organizations that brought them all together for the day to

celebrate the "joy of books and reading."



The crux of story transpired at the Duke Energy Convention Center

in downtown Cincinnati from 10:00 a.m. to 4:00 p.m. on Saturday, November 1. Event organizers (made up of representatives from Borders Books, CET, Cincinnati Magazine, The Mercantile Library, the Public Library of Cincinnati and Hamilton County, and the University of Cincinnati Libraries) were pleased with the happy

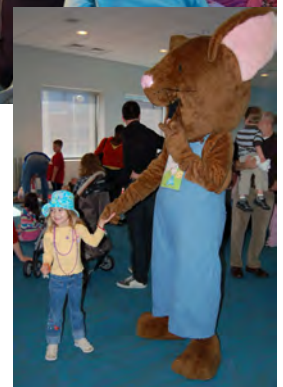
ending resulting in a 25% rise in attendance and a 22% increase in book sales over last year's inaugural event.



During the festival attendees visited with their favorite writers in the large author pavilion where they could purchase books and have them signed. Many festivalgoers also attended the author panel discussions taking place in adjoining rooms. There were 21 different discussions featuring topics from history and travel to romance and mystery to sports and self-help to Sci-Fi and fiction. Some of the highlights included military accounts from *Jarhead* author Anthony Swofford; cooking demonstrations with Martha Stewart Living Television kitchen director Virginia Willis, whose book *Bon Appetit Y'All* sold out; a discussion on writing romance novels with best-selling author Jennifer Crusie; and "Getting Graphic" with David Mack creator of the *Kabuki* series. Other well-known participants included illustrator Loren Long, who sold out his latest book *Drummer Boy*; Vanessa Miller, known for her inspirational work including her latest novel *Through the Storm*; and first time novelist Alan Drew, author of *Gardens of Water*.



Young readers found a variety of book-related crafts and activities in the Target Kids' Corner. There they could get their photos taken with some of their favorite costumed storybook characters (including Clifford the Big Red Dog and the Mouse from *If You Give a Mouse a Cookie*) or sit in Target's Big Red Chair and "Tell Their Story" while being videotaped for CETconnect.org. In addition, performances with Joel Caithamer, the Singing Librarian, livened up the "corner" by adding some musical inspiration. In the main author room kids and their families also mingled with a line-up of popular children's authors and illustrators. Some of them (including Andrea Cheng, author of *Where the*



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Steps Were, Kaza Kingsley, creator of the *Erec Rex* series, and Mary Kay Carson, author of *Emi and the Rhino Scientist* shared their books during storytimes.

The day's events, although provided to the public for free, could not have been possible without the support of Target Stores, the Disabled American Veterans, the Friends of the Public Library of Cincinnati & Hamilton County, the Public Library of Cincinnati & Hamilton County Foundation, and Ohio Virtual Academy. Additional supporters included Scripps Howard Foundation, the Ohio Humanities Council, Charles H. Dater Foundation, and Children's Scholarship Fund as well as media support from 91.7 WVXU.

The essence of the book festival was cleverly captured in the official Books by the Banks poster illustrated by C. F. Payne. The poster, which was available for purchase at the event, portrays a cross-section of Cincinnatians enjoying a day of reading along the banks of the Ohio River. Inspired by the French painter Georges Seurat's "A Sunday on La Grande Jatte," Payne's depiction conveys what "the joy of books and reading" is all about in the Cincinnati community. Next year's Books by the Banks: Cincinnati USA Book Festival will take place on Saturday, October 17 from 10:00 a.m. to 4:00 p.m. at the Duke Energy Convention Center. For more information on Books by the Banks, visit the Web site at www.booksbythebanks.org.

Photo Captions: Page one clockwise: Author Anthony Swofford signs his bestselling book, *Jarhead*; an overview of the author pavilion; Kaza Kingsley, creator of the *Erec Rex* series reads in the Target Big Red Chair; Mouse from *If You Give a Mouse a Cookie* visits the Target Kids' Corner. Page two clockwise: Author panel features a "Totally Teen" topic; Yoga moves demonstrated by authors Dan Erdman and Roger Null; romance novelist Jennifer Crusie poses for a READ poster; Virginia Willis demos recipes from her books, *Bon Appetit Y'All*; Children's book illustrator and author Loren Long signs his latest book *Drummer Boy*; lines forming at the cash registers; shoppers browse book tables for selections; and one of the many kids who sat in Target's Big Red Chair.

