

San Diego Book Crawl Info <https://www.sdbookcrawl.com/home>

Basic history:

3 day book crawl with passport and prizes along the way

8 years old: started with 2 used bookstores and a non-profit (new) bookstore connected with the Central Library in 2017

2025: 14 stores, author ambassador was Dave Eggers

2019: had first local artist ambassador: Susie Gharemani (boygirlparty.com) who designed the tote and passport and suggested creating a pin. Prizes were passport, tote, pin and raffle for baskets of gift cards.

2022/23: began to ramp up social media, got more organized

2024: website, Discord communication, author ambassador, book crawl buses

2025: biggest crawl yet, nationally known author ambassador, search for passport designer

Research Phase:

- literacy non-profits/universities/colleges/assemblies
- Make a list and attend their events or host a non-profit pop up
- Non-profits and Universities will have access to resources and staff you don't
- Offer author support for visiting authors or hosting a fundraiser
- Shop your neighboring bookstores

Sponsors are awesome! SD Library Foundation, UT Newspaper (Festival of Books), Canterbury Classics, Silver Dolphin Books, KPBS/ In-kind sponsorship with ads, logos, radio ads, etc. Hudson Printing and Sticker Junkie gave us discounts.

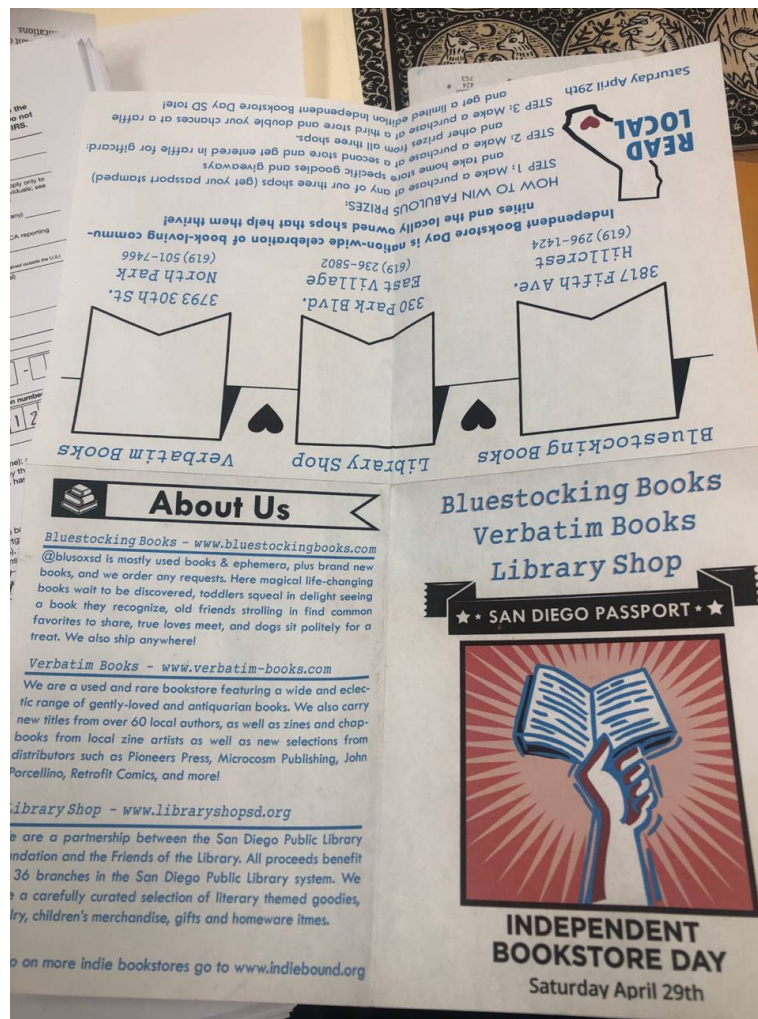
UCSD Bookstore has connections with staff and printing.

Caliba and ABA helped promote the community building feeling- that it's not store vs. store, it's a much larger outside threat to bookstore stability.

What is your goal? Attendance, profits, community building? are these the goals of others or can they buy in to at least one? How will you measure success? How much will bookstores need to pitch in in terms of time and money? What is your minimum level of involvement?

Get Active:

- Host a casual gathering of local businesses- need to do a few to get everyone present and to find out their needs/strengths (SD Book Crawl planning starts in September)
- Pitch a small recurring shop/community event (ex: 'First Thursdays') or a quarterly shop around the block
- If just bookstores, think about a book crawl with a punch card and a prize at the end- **start simply**
- Be up front about expenses and what one can realistically handle
- Delegate tasks- it will become clear who has enough staff or bandwidth for what
- Set boundaries: it may not be the best idea to grow too fast with too many partners
- Be professional: run numbers, have a post-event meeting, set up the planning for the next event
- Keep focused on the community- what benefits everyone?
- With bookstore partners, belief in 'the rising tide lifts all boats' is key.
- There are no promises of success- be ready mentally if your plan does not get traction. Mindset is everything.



Warwick's

Proudly Independent, Warwick's is the nation's oldest continuously family-owned-and-operated bookstore. Hosting authors both local and world-renowned, Warwick's helps connect San Diegans with their favorite writers, running the gamut from Ozzy Osborne to Isabel Allende. Warwick's also stocks gifts, office supplies, greeting cards, and fine stationery – an array both classic and quirky, much like La Jolla itself.

mysterious galaxy

BOOKS BY WRITERS WHOSE MAGIC, MYSTERY & WONDER

Mysterious Galaxy is an independent genre bookstore that is passionate about creating and maintaining a community of readers, authors, and booksellers. Our curated selection focuses on Fantasy, Science Fiction, Mystery, Suspense, and Horror. Our online store offers a whole world of book choices, some physically on our shelves, some immediately available for your ebook reader, or via downloadable audio.

La Playa Books

Come on by the west side to La Playa Books! We feature a curated selection of used and antiquarian books, with a sprinkling of new titles and gifts. We are a family business, firmly embedded in the La Playa neighborhood after opening our doors in late 2016. We host book clubs, offsite events, in-store art, and authors. Our website offers audio, new, e- and antiquarian books! Looking forward to stamping your passport and welcoming you to the Village!

Bluestocking Books

Mostly used books and booky gift items in store, Bluestocking Books also finds and orders new or used titles. We also ship daily, worldwide. Just ask! This creaky bookshop is a place where old titles get rediscovered, toddlers squeal in delight seeing a book they recognize, old friends find new favorite literature, true loves meet, and dogs sit politely for a treat! Bluestocking Books is 20 years old this year; there's been a bookshop at this location since 1967! blusoxsd

Verbatim Books

Located in the heart of North Park, Verbatim Books features an eclectic, carefully-curated range of gently-loved and antiquarian books, as well as new titles from over 100 local authors. Check out our zine corner, full of stuff made by local artists and writers plus the best we can find from all over the world. Bring quarters for the sticker machine!

THE BOOK CATAPULT

The Book Catapult is an independent bookstore located in the heart of San Diego's South Park neighborhood. We specialize in literary fiction, children's picture books, narrative nonfiction, and all the books you didn't know that you needed until you walked through our door. We are a haven for those seeking a communal connection through the world of the printed word in our fast-paced, increasingly insular society. Let us put a real book in your hand, friend.

LIBRARY SHOP

The Library Shop is a well-curated book & gift shop catering to librarians, library lovers, literary obsessives and book nerds inside the Downtown Central Library since 2013. We are a non-profit run by the San Diego Public Library Foundation. Proceeds support all 36 branches of the San Diego Public Library System. Free underground parking is available underneath the library and there are no Padres games during the Book Crawl this year!

RUN FOR COVER

Bookstore & Café

Run for Cover Bookstore opened in October 2018 in the San Diego neighborhood of Ocean Beach. We are an independent family owned bookstore here to reignite the literary scene in Ocean Beach. Our collection of new books is curated to please children and adults alike. We host authors, book-clubs, craft events for all, poetry readings, and so much more. We are a hub for our community of readers and book lovers. Come visit us in Ocean Beach and take home books you will cherish for years to come.

- UC San Diego Bookstore
- Warwick's Books
- Mysterious Galaxy
- Run For Cover Books
- La Playa Books
- Bluestocking Books
- Verbatim Books
- The Book Catapult
- Library Shop

HOW TO PARTICIPATE:

Collect passport stamps by making a minimum purchase of \$5 from each store on Saturday, Sunday, or Monday April 27-29th to collect prizes and chances to win! Check store hours to plan your route.

5 STAMPS - Special edition Book Crawl Tote Bag
designed by Susie Ghahremani

7 STAMPS - Special edition Book Crawl Enamel Pin
designed by Susie Ghahremani

8 STAMPS - Raffle Ticket
Towards Silver Raffle

9 STAMPS - Raffle Ticket
Towards Gold Raffle

BE SURE TO VISIT WHEN STORES ARE OPEN!

UC San Diego Bookstore

We are a local, independent bookstore and the OFFICIAL home of the latest Triton gear, technology, and textbooks. Our book department specializes in science (real & fiction), social issues, kid's books, fiction, medical, & gifts. We proudly serve UC San Diego students, faculty, staff, alumni, and fans everywhere. Our Bookstore also owns and operates Perks Coffee Shop and Sunshine Market. Stop on by to try our delicious drink of the month or grab a bite to eat!

MEET SAN DIEGO'S BOOKSTORE CRAWL'S OFFICIAL AMBASSADOR & LOCAL ARTIST

Susie Ghahremani
boygirlparty.com

Susie is the award-winning illustrator of a number of picture books, including her author-illustrator debut: *Stack the Cats* - awarded a Best Picture Book of 2017 by Kirkus. Susie's art can be found on this year's San Diego Bookstore Crawl's limited run tote and adorable collectible pin.

JOIN THE PARTY

APRIL 27 - 29, 2019

SAN DIEGO BOOK CRAWL

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INDIE BOOKSTORE DAY

APRIL 27, 2019

- 1 BAY BOOKS
- 2 BLUESTOCKING
- 3 THE BOOK CATAPULT
- 4 CAMINO BOOKS
- 5 HEY BOOKS!
- 6 JOYRIDE
- 7 LA PLAYA
- 8 LIBÉLULA
- 9 LIBRARY SHOP
- 10 MEET CUTE
- 11 MYSTERIOUS GALAXY
- 12 UC SAN DIEGO
- 13 VERBATIM
- 14 WARWICK'S

HOW TO PARTICIPATE

Spend \$10 or more at any one of the participating indie bookstores to receive a Book Crawl Passport Stamp. Pick up your passport at the first store on your crawl. Earn your **EXCLUSIVE 2025 Book Crawl** merch as you add stamps to your passport during the three-day event. *All merch is while supplies last.*

THE MERCH!



FOR KIDS: A HUNT JUST FOR YOU!

FIND OLIVER THE RABBIT HIDDEN IN EACH STORE AND GET A PRIZE.
ALL PRIZES ARE WHILE SUPPLIES LAST.



INDEPENDENT BOOKSTORE DAY

Independent Bookstore Day is a one-day national party that takes place at indie bookstores across the country on the last Saturday in April. Every store is unique and independent, and every party is different. But in addition to authors, live music, cupcakes, scavenger hunts, kids events, art tables, readings, barbecues, contests, and other fun stuff, there are exclusive books and literary items that you can only get on that day.

indiebookstoreday.com

SAN DIEGO BOOK CRAWL'S OFFICIAL AMBASSADOR AND LOCAL ARTISTS



DAVE EGGERS
Ambassador & Author of *What Is the What*
@daveeggers.net

Dave Eggers has written many books, including *The Eyes and the Impossible* and *The Circle*, and founded McSweeney's, a quirky indie publisher. He also co-founded 826 Valencia, a pirate-supply-store-turned-youth-writing-center that inspired 70+ similar programs, earning him awards like the American Book Award and the Muhammad Ali Humanitarian Award.



SUSIE GHAREMANI
Illustrator & Designer of Crawl Pin
@boygirlparty.com

Susie Ghahremani is a local author and award-winning illustrator of many books, including her newest children's book: *Rosemary Long Ears*, debuting during this Book Crawl! Susie designs and creates all the San Diego Book Crawl limited edition collectible pins and was our first Book Crawl Ambassador!



KALEY MCCABE
Illustrator & Designer of Crawl Passport
@kaleymccabe.com

Kaley is an illustrator for children's books, toys, and other fun products. One notable project is a 2024 best-selling board book for Disney Tim Burton's *The Nightmare Before Christmas*, titled *You're My Little Nightmare*. Her 2025 crawl graphics are inspired by classic children's book illustrators and the biodiversity found in San Diego.

THANK YOU TO OUR 2025 SPONSORS



2025 SAN DIEGO BOOK CRAWL

OFFICIAL PASSPORT

Join us in exploring some of San Diego's finest independent bookstores in honor of this nationwide celebration!



FOLLOW US ON INSTAGRAM



Learn more about the San Diego Book Crawl and all 14 participating bookstores. Follow us on Instagram @sdbookcrawl #sdbookcrawl #indiebookstoreday