

BARDS ALLEY BOOKSHOP

PRESS KIT 2023



who we are

Bards Alley Bookshop offers carefully curated literature and whimsical expressions of life. Our goal is to create a village of kindred spirits in support of our local and global communities.

We offer a space to gather to exchange ideas, receive personalized book recommendations, and discover new titles and local authors. We firmly believe that every reader is unique and has the right to choose their own story.

our mission

We are committed to partnerships with schools and nonprofits, promoting local authors and artisans, and providing a place for community connection. We want the contents of our shelves to both reflect and edify our neighborhood.

our values

At Bards Alley we have a passion for literacy and are committed to acting with integrity, treating each other and our customers with respect, and creating a culture of continuous learning.

Owner
Jen Morrow
jen@bardsalley.com

110 Church St. NW
Vienna, VA 22180

Events Coordinator
Mallory Sutton
mallory@bardsalley.com

www.bardsalley.com
events@bardsalley.com



Marketing & Outreach

- Weekly E-Newsletter with 2800+ subscribers
- Regular reporting to the New York Times and IndieBound bestsellers lists
- Active Partnerships with Bookshop.org and Libro.fm
- Podcast *We Speak Volumes*, started in July 2022, has produced nearly 20 episodes generating over 1000 listens
- Events posted to local print and online publications, including The Washington Post
- Regular social media posts often featured by industry outlets, including Shelf Awareness and NAIBA
- Collaboration with local organizations including Wolf Trap Performing Arts Center, 1st Stage Theatre, George Mason University Fall for the Book, Fairfax County Public Libraries and Schools, Mary Styles Public Library, Reading Is Fundamental Northern Virginia, Network NOVA and Town of Vienna

COMMUNITY

- LOCATED WITHIN FAIRFAX COUNTY, ONE OF THE MOST EDUCATED AND AFFLUENT U.S. COUNTIES WITH ONE OF THE HIGHEST RANKING SCHOOL DISTRICTS IN VIRGINIA, THE TOWN OF VIENNA IS A THRIVING COMMUNITY OF READERS. BARDS ALLEY CAN ACCOMMODATE 40 ATTENDEES IN-STORE WITH ACCESS TO NEARBY OFFSITE VENUES WITH A CAPACITY OF UP TO 400+.
- CENTRALLY LOCATED BETWEEN WASHINGTON DC, BALTIMORE, MD, AND RICHMOND VA

contact



www.facebook.com/bardsalley
3.1K likes - 4.1K followers



@bardsalley
1,241 followers



@bardsalley
3,465 followers

NOTABLE EVENTS

- Several events held between January through May of 2023 generated 50+ attendees:
 - Elle Cosimano, Brendan Slocumb, Steve Barry, Nickey Knighton, Patty O'Connell Pearson
- Held signings and story times in recently renovated children's space with local authors and illustrators:
 - Hanh Bui, Megan Wagner Lloyd, and Pat Tanumihardja
- Celebrated Independent Bookstore Day with a local author Mystery Writer's Panel:
 - Robert Brighton, Ellen Crosby, Angie Kim, and Harper Kincaid
- Hosted our first Book Club Social, showing our appreciation of the leaders and introducing them to our community of readers.
- Local author David Baldacci was interviewed in-store for the upcoming documentary *Books Across America* from Mason Engel.
- ...and SO much more!

connections

- Ten monthly book clubs across all genres. Recently sponsored new Veterans book club.
- "Page & Stage" partnership with 1st Stage Theatre pairing a book discussion with a play.
- School events to include author visits, online book fairs, and in-store shopping nights.
- Event planning with libraries to co-host and promote local authors.
- Bookselling support of larger scale community focused events to include George Mason University's annual Fall For The Book Festival.

final words

WHIMSICAL AND WELCOMING.
LOCAL, INDEPENDENT, WOMAN OWNED.
CHOOSE YOUR OWN STORY.