



R. E. A. D.
Book Nook
 A NONPROFIT CHILDREN'S BOOKSHOP
*growing minds and hearts
 one book at a time*



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MORE THAN JUST A BOOKSTORE...



READ BOOKS

READ Books encompasses all book-selling elements of READ.

READ Book Nook (+)

READ Book Nook is our brick-and-mortar located in Ballston Quarter, opened in 2023. The Book Nook has 600 sq ft shopping space, 350 sq ft for events, (seats 20 chairs with more floor space for children). Due to popular demand from families, READ recently renovated our space next door (Nook+) which **seats up to 75** and includes large screen TV + sound.



READ Book Fairs

READ Book Fairs are our claim to fame in the community. Scheduled for 2025-26 school year:

- **36 school book fairs:** 30 book fairs in Arlington Public Schools, 2 private schools, 6 preschool book fairs
- 2 *free* book fairs at Title I schools
- **Sales estimated to be: \$400K+**

What sets READ Book Fairs apart:

- PajamaMama Book Talk videos
- Full on-site set-up/tear down + support from READ Team
- Selection includes over **1200+ carefully curated titles**
- Unique displays offer true bookstore experience at schools
- Partnering with schools/PTAs to ensure all children can shop



READ School Creator Visits

READ loves our authors! We organize and host visits at schools and in our store, bringing our READers and their favorite authors together for special presentations and book signings. **In 2025, 21 schools** chose us as their book vendor for their designated author visits. One librarian shared, **"READ is the best bookstore to work with as they make everything so creative and easy."**



READ Book Bus

READ Book Bus, our OG bookstore, has been traveling throughout Arlington since **2020, offering 1300+ unique** experiences.



WHO IS READ?

Jennifer Sauter-Price (aka PajamaMama) launched READ in 2018 to address reading inequities faced by Arlington's youngest and most economically vulnerable children by ensuring that they have new, quality, culturally relevant books in their home.



75% of
 READ's funding
 = READ Books

SINCE 2018: 55,000+
 New, quality, culturally relevant books
 given to economically vulnerable children

All children deserve to be READers!

COMMUNITY: ARLINGTON, VA

While READ is physically located in the heart of Ballston, a densely populated residential and commercial neighborhood, we proudly serve all of Arlington.

- Population: 240K+ (children ages 0-18: 38K+)
- Median income: \$142K household income
- Minutes outside of Washington, D.C
- 5-minute walk from Ballston-MU Station
- Served by 2 metro lines (Dulles Airport)
- 3-blocks off I-66 and <2 miles from Route 50
- Easy transportation from Washington National Airport (6 miles), Union Train Station (8 miles), and Dulles International Airport (20 miles)

READ PARTNERSHIPS

READ has 60+ partnerships throughout Arlington, including:

- 30+ PTAs and school librarians plus Arlington Public School Library Department
- Dozens of nonprofits
- Places of worship
- County and state government
- Local businesses

Meet **John Re**, beloved Arlington school librarian and 2025 Teacher of the Year. John will be joining the READ Team full-time in Summer 2026 as READ's Book Nook Creator,



providing an inviting, brave bookshop and designing joyful, memorable literacy events.

EVENT TYPES

- Book Nook Creator Visits
- School Creator Visits
- Book Clubs
- Author Panels
- READ-Alouds
- Educator/Librarian Nights
- School Nights
- Bi-annual *Of Wine and Literacy*, a grown up book fair benefitting READ (200+ ticket sales)
- Maker events
- Advocacy Events (banned books, voting)
- Parenting Workshops
- Kid Classes (movement, drama, soon to come art, music)
- Offsite/event bookselling

EVENT PROMOTION

- *READ This!* newsletter (6K subscribers, 60% read-rate)
- social media
- community listservs
- word of mouth

REPORTING

- *New York Times*
- ABA

MEMBERSHIPS

- ABA
- Bookshop.org
- NAIBA
- Libro.fm

R. E. A. D. Event Highlights

Creator(s)/Title Date	Attendees	Books Sold	Format/Venue
Carole Boston Weatherford Jeffery Boston Weatherford March 2026	3,464	197	School Visits 4 elementary schools
Megan Wagner Lloyd Abhi Alwar <i>Super Pancake and the Terrible Toast</i> November 2025	55	24	Pancake Breakfast Creator Talk Nook+
Joanna Ho Caroline Kusin Pritchard <i>The Day the Books Disappeared</i> October 2025	50	60	Author Panel with Hena Khan Kit Ballenger Nook+
Liz Garton Scanlon <i>Bibsy Cross and the Time Capsule</i> October 2025	595	132	School Visits 3 elementary schools (1 Title I)
Candace Fleming all books March 2025	3,614	440	School Visits 4 elementary schools
Stuart Gibbs <i>Evil Spy School Graphic Novel</i> March 2024	165	73	Meet and Greet Book Signing Nook+
Kate Albus <i>Nothing Else But Miracles</i> September 2023	12	12	In-Store Book Club with Author Book Nook

R. E. A. D. is committed to offering mirror and window books (Rudine Sims Bishop, 1990) in all

its programming. Mirror and window books allow children the opportunity:

- to see themselves, promoting affirmation and embracing their humanity;
- to see similarities, building connectedness through mutual experiences; and,
- to see differences, offering awareness and understanding, which leads to respect and empathy.

