

# Scrawl Books Press Kit 2023



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[www.scrawlbooks.com](http://www.scrawlbooks.com)

## Fast Facts

- Woman- and librarian-owned since we opened in November 2015
- Located in Reston Town Center, home to over 50 world-class businesses, leading retail destinations, and a wide range of exciting dining options--which all adds up to great foot traffic!
- Can accommodate up to 50 attendees in-store and 400+ at offsite venues.
- Located on the border of Fairfax County and Loudoun County, giving us a diverse clientele with varied interests
- 10 minute drive from Dulles Airport & 15 minute walk from the new metro stop, making our shop the perfect tour stop!



Visit us at Reston Town Center!



## Contact

Leah Grover

Communication & Events Manager

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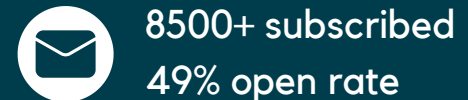


Kwame Alexander with *An American Story*

## Marketing & Outreach

- **Website:** Online ordering through IndieCommerce and Libro.FM
- **Bi-monthly e-newsletters** through Flodesk
- **Local Newspapers and Publications:** Events posted to *The Washington Post* and a variety of local publications
- **Social media posts** featured by industry outlets, including NAIBA
- **Bookseller reviews** featured in IndieNext
- We report our sales to the *New York Times* and the American Booksellers Association.

Follow us at @ScrawlBooks!



# Events at Scrawl Books 2023

## Community Partners

From schools to nonprofits and beyond, Scrawl Books partners with many organizations in our community.

- We're always looking for ways to partner with local **Fairfax County Public Schools**, especially our closest school, **Lake Anne Elementary** (which has a bilingual/Spanish immersion program), from **author events to book fairs**.
- We often do offsite events with the **Reston Regional Library** and **Reston Community Center**.
- We work closely with the **Society of Children's Book Writers and Illustrators** and **George Mason University's annual Fall for the Book festival**.



Nearly 100 attendees for TJ Klune's 2022 *Heat Wave* event

## Notable Events of 2023

Scrawl Books is happy to hold events in person (at our shop or an offsite venue) or virtually via Zoom.

- We're interested in all genres, especially **sci-fi/fantasy, science and environmental nonfiction, fiction, and all youth genres**.
- Because we want our events programming to reflect our community, Scrawl Books is committed to hosting and promoting a wide array of authors, particularly **BIPOC and LGBTQIA+ authors**.
- Events Manager Leah is Event Management Certified through **NAIBA's Professional Bookseller School**, so you know you're in good hands!

## Recurring Events

Scrawl Books is proud to host a collection of recurring community events, all of which boast a consistent turnout between five and ten attendees.

- Our **nonfiction book club** is volunteer-led, and they're always looking for the most interesting history and biography selections available.
- **Wine Wednesday** is an informal monthly meetup during which attendees are encouraged to talk about whatever they're reading, good or bad! This event alternates between virtual and in-person meetings.
- **Off-The-Shelf Trivia**, led by a local school librarian, is the best literary trivia event that the internet has to offer!
- In-person **Scrawl Books Crafting Club** consistently gets 10-20 attendees!

Author	Featured Title	Location	Attendance	Books Sold
Kwame Alexander & Dare Coulter	<i>An American Story</i>	Scrawl Books (lobby)	~100	95
Zach Weinersmith & John Gallagher	<i>Bea Wolf</i>	Scrawl Books	50	55
Patricia Tanumihardja	<i>Ramen for Everyone</i>	Scrawl Books	35	23

FOR UP-TO-DATE EVENT LISTINGS, VISIT

<https://www.scrawlbooks.com/event>