



THE END BOOKSTORE

A LET'S PLAY BOOKS CO.
ALLENTOWN, PA

"In the end, we'll all become stories."

– Margaret Atwood

Let's Talk!

3055 W. Tilghman St.
Allentown, PA 18104
610-871-3949
Kirsten Y. Hess
kirsten@letsplaybooks.com

Details, details

- NYT & ABA Reporting Store
- All New Books
- Only Indie Bookstore in the Area
- ABA/NAIBA membership/board
- Lehigh Valley Book Festival
- Authors-to-School Program
- Bundle/Book-is-Ticket
- Great Sell-Through Rates
- Experienced Event Management
- Multiple Venue & Media Partners
- Bookstagrammers (10K +)

Getting the Word Out

Old school - TV appearances



WFMZ-TV Author Visits & Book Talks
eNewsletter 2300 subscribers/43% open
Website - Indiecommerce - pre/post sales
Press Releases / Newspaper / Online /
Ticketed Events / Eventbrite / FB
Social Media - Multiple Channels
@letsplaybooks @theend @lvbookfest
INSTAGRAM FACEBOOK BLUESKY



HerStory

2013 – Founded Let's Play Books, a 700 sqft, children's bookstore.
2016 – The bookshop grew to a 3-floor, all new books, general interest bookstore.
2020 – Founded the Lehigh Valley Book Festival, held the last weekend in March.
2023 – Founded **THE END** Bookstore, a 1800 sqft adult, all-new bookstore.
2024 – Founded **Let's Play Books Co.** with two main arms – Retail & Events

Where ? How? Who?

Lehigh Valley, PA

The third largest business region in Pennsylvania – AND GROWING



Allentown's "West End" – home of Cedar Crest College & Muhlenberg College
Greater Lehigh Valley includes Allentown, Bethlehem and is...



Only 1 turn from New York City – EASY 90 minutes!

Major Program Event & Community Partners



Events – we make it worth the trip!

200-700+ Brad Meltzer | Liz Moore | Jan Brett | Erin Entrada Kelly | Greg Pizzoli

Authors to Schools Matt de la Pena | Adam Gidwitz | Jeff Kinney | A.F. Steadman | Amanda Foody | Margaret Peterson Haddix | Josh Funk | Matt Phelan

Lehigh Valley Book Festival 2,000+ Rupert Holmes | Chuck Wendig | Jason Rekulak | Ethan Joella | Erin Entrada Kelly | Timothy Janovsky | Nisha Sharma | Lesa Cline Ransome | Alliah L. Agostini | Dorothy Wickenden | Judith Giesberg | Elizabeth M. Keenan | Greg Wands | Aggie Blum Thompson | Violet Marsh | Matt Phelan | Donna Gephart |

In-store 25 - 90 David Sedaris | Hannah Nicole Maeher | Chuck Wendig | Ethan Joella | Timothy Janovsky | Xio Axelrod | Delilah D. Dawson | Nisha Sharman | Kacen Calender | Katie Siegel | Robin Gow | Alliah L. Agostini | Violet Marsh | Victoria Jamieson | Matt Phelan | Maria Rodale | many more...



FRONT LIST AUTHORS
100% BOOKSTORE PRODUCED
MEDIA SUPPORT - ENTIRE REGION

BOOKING 2026 FEATURED AUTHORS NOW!



6th Annual
Lehigh Valley Book Festival
March 28, 29 & 30, 2025



6th Annual
Lehigh Valley Book Festival
March 28, 29 & 30, 2025
WORDS WORTH SHARING

Friday, 3/28

Banned Book Bingo

4 - 5:30pm

Bethlehem Area Public Library

Tickets required

Author Reception

7 - 8:30pm

Nowhere Coffee Co.

Free, drop in

Saturday, 3/29



10:30-6:30 Tompkins College Center

All Day Programming

Wicked Family Fest 10:30-1:30

30 authors - Talks/Panels & Signings

Sunday, 3/30



10am Sip & Swoon Romance Brunch

Tickets required

1-3pm Kids Make Books free



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Allentown's WFMZ Ch. 69
 Eastern PA (and NJ) Lehigh/Berks/Bucks++
Author Segments
Book Talks & Event Coverage



Authors-to-Schools

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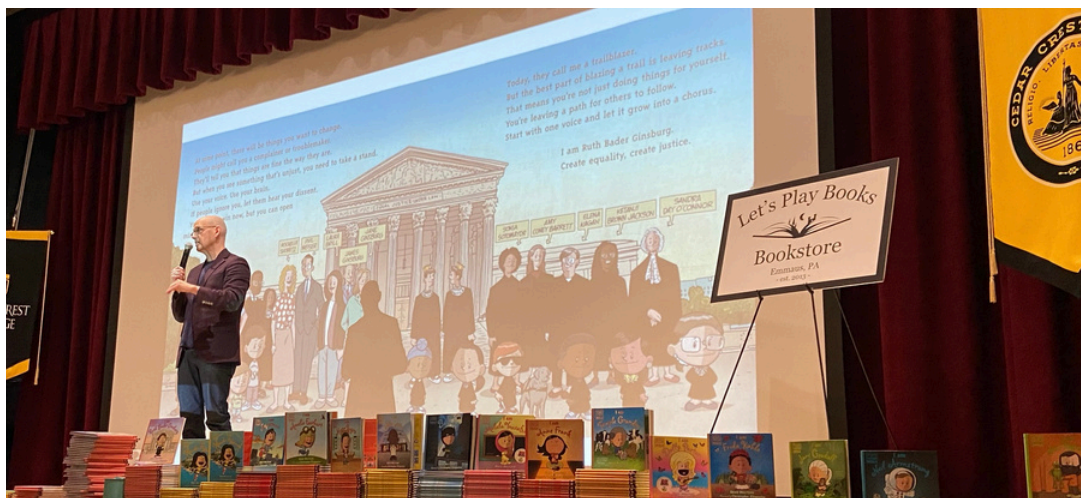
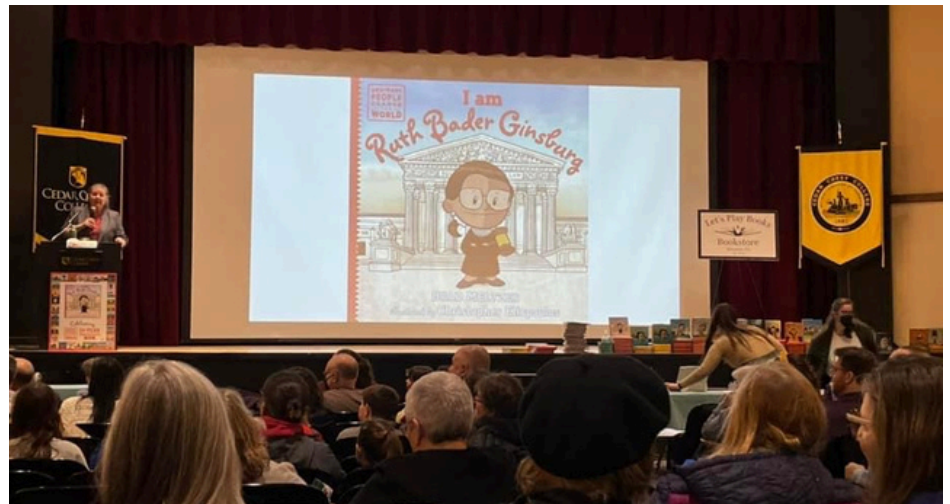
Creative in-store author events

Featured authors in-studio

Multiple offsite venue partners, seating for 150-900+



Professional photographer at most of our events!



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