

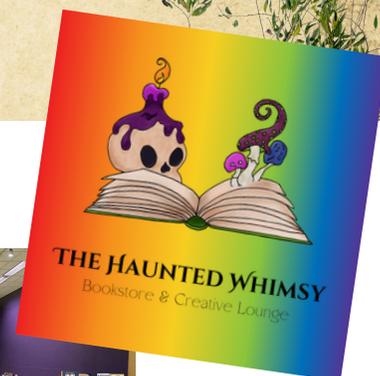
THE HAUNTED WHIMSY BOOKSTORE

2263 Lebanon Valley Mall, Lebanon Pa 17042

717 - 454 - 4743

thehauntedwhimsy@gmail.com

www.thehauntedwhimsy.com



Who We Are

The Haunted Whimsy Bookstore opened in March 2024 and specializes in marginalized representation: BIPOC, LGBTQIA+, Neurodivergent, etc. We sell fiction and non-fiction, all genres, all ages.

We are woman, queer, neurodivergent, and chronically ill owned.

We have an event capacity of 25 people inside the store and another 40 in the mall space next to our store.

Our goal is to create a weird, creative, safe community space to bring more stories to the world.

Holly "Remi" Gingrich
Co-Owner, Event Lead

717-383-6756

thehauntedwhimsy@gmail.com

Casy Stein
Co-Owner

thehauntedwhimsy@gmail.com

Community Partners

Venues, Co-Hosts, & Cross Promotion

Lebanon Valley Mall - Our home mall can host up to 300 people for single author events. Weekend long events and festivals can see traffic of 6,000+ people.

Adventurer's Hollow Gaming Tavern - 45 person capacity

St. James Players - 130

Windmill Art Studios - 50

Drunken Smithy - 40

Lebanon Community Library - 60

Juniper Village - 50

Unicorn Hugs



Memberships & Affiliations

*American Booksellers Association (ABA)

*New Atlantic Independent
Booksellers Association (NAIBA)

*Libro.fm

*Bookshop.org

Where We Are

Located in south central PA
2.5 hrs from Philadelphia, PA
3 hrs from New York City, NY
2 hrs from Baltimore, MD

What We Do

Book Clubs: Horror, Mystery, Spicy
Romance

Murder Mystery Interactive Shows

Little Bees Story Time

The Pen Whimsy Literary Society Writing
Group

Mall Wide Festivals: Steampunk, Pirate
Fest, Haunted Hallow, Whimsy Fest

Fiber Arts Club

Classes: Tarot, Art Journaling, Meditation
Lebanon 1st Friday Art Walk

Marketing & Promotion

Facebook - 770 and growing (20% increase
from 2/1/26)

Instagram - 153

Email List - 140

Flyers and Word of Mouth

Community Business Cross Promotion



Events

3/1/26 - Books & Brews - Juniper Village - 30 people - 18 sales - 60% sell rate

2/21-22/26 - Adventures Through Time Steampunk Weekend (Co-Hosted) - Lebanon Valley Mall -
1500 people - 75 sales - .05%

12/31/2025 - In the Mix for 2026 New Years Eve Party - 60 people - NA

10/21/25 - Author Book Club Event, Stephanie Julian - In Store - 15 people - 13 sales - 87%

10/16/25 - Book Fairs Forever, Lebanon Community Library - Lebanon Valley Mall - 100 people - 216
sales - 216%

9/26/25 - The Frankenstein Formula Murder Mystery Show - Lebanon Valley Mall - 38 people - 18 sales
- 47%

2/15/25 - Queen of Hearts Festival - Lebanon Farmers Market - 50 people - 42 sales - 84%

Goals

*Launch our new menu to help create a more cozy tea house feel to our space.

*Launch two Literary Journals/Magazines: Rabid Divergent & The Crossroads Ledger.

*Add writing classes and workshops to our class list (some taught by established authors).

*Host/Run author events (best sellers, indies, and new authors).

*Continue to create and host weird, unique, and fun events.

*Start an annual literary festival in the mall to bring authors and readers in from the surrounding states.

*Create an epicenter of storytelling where writers and their fans can form safe communities.



Check out our website, full list of
upcoming events, and more

