

BRAVO'S BOOK NOOK

at The Players Theatre • 115 MacDougal St, NYC

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www.BravosBookNook.com**

Bravo's Book Nook is a new bookstore in the lobby of the **Off-Broadway Players Theatre in the heart of Greenwich Village NYC**. Owned by Michael Sgouros and Brenda Bell and named after theatre dog Bravo, the Nook opened in October of 2019. The shop specializes in books on theatre, music, Greenwich Village history and children's books with full access to a **200-seat theatre available for author events**.

LOCATION

- 📖 Greenwich Village – New York City on Historic MacDougal Street
- 📖 One block from NYU main campus and Washington Square Park
- 📖 Lobby of the Off-Broadway Players Theatre established in 1959

FACILITY

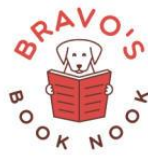
- 📖 Street-level, Intimate specialty bookshop with front of store event signage
- 📖 Full use of a 200-seat Off-Broadway theatre, 50-seat black box theatre, 4 rehearsal studios
- 📖 Theatre is equipped with a full stage, lighting and sound
- 📖 Legendary Café Wha? in the basement of the theatre building
- 📖 Hold memberships in the ABA and NAIBA
- 📖 Report sales to the New York Times, Bookscan, and the Indie best sellers list

PATRONS

- 📖 In 2019, 87,000 theatre patron attended shows at the Players Theatre
- 📖 Literally Alive Family Theatre – in its 20th Season – is in residence bringing regular family audiences to the theatre
- 📖 Theatre building operates 7 days a week hosting rehearsals, auditions, and classes
- 📖 Café Wha - open nightly - attracts over 100,000 patrons a year
- 📖 During the pandemic, the nook began offering virtual musical story times with Bravo every week. Each video has had over 1,000 views.

MARKETING

- 📖 Access to the theatres e-mail list of over 60,000 patrons
- 📖 Co-promotion on theatre Facebook page with a page reach of 33.5K and 19.7k check-ins
- 📖 In-house marketing department shared with Players Theatre
- 📖 Experienced event producers with media relationships for the past 20 years



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115 MacDougal Street



200-Seat Off-Broadway Theatre



Meet Bravo



50-Seat Black Box Theatre



Some of Bravo's Picks



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115 MacDougal Street – Outdoor Space for Sales and Events



Weekly Musical Storytime with Bravo



How to Raise a Reader – Author Conversation and Book Signing