

# Easton Book Festival

Fifth Annual Halloween-season literary festival for adults & children, offering readings, seminars & school tour. Easton, PA is a vibrant, historic city on the Delaware River, with proximity to New York and Philadelphia.



Contact: Andy Laties, Book & Puppet Co. • 484-544-4738  
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sales@bookandpuppet.com

- **Dates:** October 20-29, 2023;
- **Distances to Easton, PA:** From NYC, 70 mi to the west. From Philadelphia, 70 mi to the north. From Newark Airport 65 mi to the west. From Bethlehem & Allentown, 15 mi to the east. From Lehigh Valley International Airport 15 mi to the east. From NY Port Authority on Transbridge Bus, travel time is 1 hour 45 minutes to terminal in Easton Center Square.
- **Easton Book Festival past attendance--5,000 attendees**  
Other Easton festival attendance: Baconfest 80,000. Garlicfest 60,000. Heritage Day 60,000. ClamJam 50,000.

## Key Producing and Marketing Partners:

- **Book and Puppet Co:** Email list: 2,500. 200 events yearly including author visits, puppet shows, concerts, character costumes, storyhours.
- **Lafayette College** founded 1826. 2,500 students. *Recent authors Susan Orlean; Brooke Gladstone.*
- **Easton Main Street Initiative:** Collaboration w/ 20 local stores
- **Easton Public Library:** 322K circ.
- **Easton Public Market:** 16 food/retail vendors. Email list: 10K. FB likes: 14K. Yearly events: 500.
- **Easton Farmers Market:** 50+ vendors. Founded 1753 (oldest in country).
- **Easton Area School Dist:** 11 schools, 9K body, very diverse. Recent author: Victoria Jameison.
- **Greater Easton Development Partnership:** \$50K fall marketing campaign, inc. multiple 50K-email blasts, billboards, extensive social media, print & radio.
- **Nurture Nature Center:** FB likes: 3,100. Yearly events: 200. Recent author: AJ Jacobs.
- **Sigal Museum:** Historical Society, 1,000 members. Yearly events: 200. *Recent Author: Mark Will-Weber.*



## Program Venues:

- **Book & Puppet Company**—seats 50
- **Bachmann Publick House**—3 rooms seat 30 each;
- **Lafayette College:** Bookstore—seats 40; Buck Hall—seats 175; Williams Center—seats 400
- **Easton Public Library, 5th Street Branch**—seats 60
- **Easton Public Market:**  
Community Room (w/demo kitchen)—seats 50;  
EPM Kidzone—seats 40
- **Grand Eastonian Hotel**—lobby reception area seats 50
- **Nurture Nature Center**—seats 75
- **Sigal Museum:** Chrin Gallery—seats 200;  
Auditorium—seats 100; Community room—seats 50
- **State Theatre:** Mainstage—seats 1,500;  
Ballroom—seats 180; Gallery—seats 200  
*Recent author: David Sedaris*

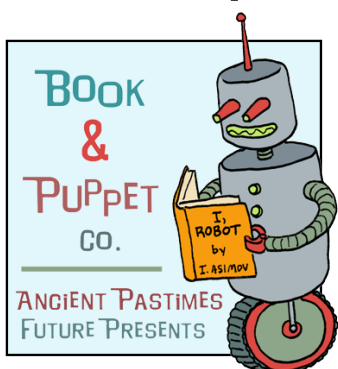
**Easton Book Festival Mission:** *To inform, educate, enrich and inspire people of all backgrounds in our community through cultural and literary programs and to otherwise foster intellectual discourse and civic engagement.*

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**Production:** Easton Book Festival is a 501 (c) 3 nonprofit.

**Director:** Andrew Laties, co-owner of **Book and Puppet Company**, former manager of **Bank Street Bookstore** and **Eric Carle Museum Store**, winner 1987 Pannell Award, author *Rebel Bookseller*, published by Seven Stories Press.

## Sponsored by:



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