

Back by overwhelming demand!

FIND WALDO LOCAL

JULY 2018



Online preregistration begins on January 23, 2018, at www.bookweb.org/find-waldo-local-2018. Don't miss out! Participation is capped at 250 host bookstores.

"For over half a decade Candlewick's Find Waldo Local summer initiative has been instrumental in uniting communities and independent businesses in the search for the iconic children's book character. ABA is excited to once again partner with Candlewick in this fun summer program."

—Gen de Botton, ABC Group Manager

Brought to you by Candlewick Press and the American Booksellers Association



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DEAR ABA BOOKSELLER,

For the past six summers, I have been honored to be your ambassador for Local First initiatives in over 470 cities across the U.S. More than 500 indie bookstores have participated, and more than 13,000 local merchants have been involved. I am proud to announce that the FIND WALDO LOCAL nationwide event will be back by popular demand for a seventh year in July 2018!

—Waldo



FAQ

What is FWL?

A community-wide Shop Local scavenger hunt hosted by ABA-member bookstores with participation from dozens and dozens of merchants in their towns. In July 2018, Waldo spotters, young and old, are eligible for prizes throughout the month. The hunt culminates with a grand ceremony held at your store.

What are the requirements for host bookstores?

Participating bookstores agree to:

- preregister online by March 1, 2018, at www.bookweb.org/find-waldo-local-2018
- place a 30+ copy Waldo book supporting order by March 30, 2018
- dedicate a store window and/or in-store display to FWL during July 2018
- host a Waldo celebratory event at the end of July 2018

FIND WALDO LOCAL

Host bookstores are eligible for the following special FWL offers:

1. A 4% discount and 90 days' dating on initial supporting FWL book order.
2. \$100 automatic FWL co-op pool to be used for ANY expenses related to FWL (party supplies, copying costs, coupon redemptions, etc.). *This benefit is only available to stores with returnable Penguin Random House accounts.*

Questions?

Contact Team FWL at findwaldolocal@candlewick.com.

WHAT'S NEW FOR 2018?

New Search: The five intrepid travelers (Waldo, Wenda, Woof, Wizard Whitebeard, and Odlaw) have dropped their precious items in your bookstore! Waldo seekers will set out on a search next July to find Waldo's key, Woof's bone, Wenda's camera, Wizard Whitebeard's scroll, and Odlaw's binoculars somewhere in your store.

New Photo Frame: This fun red-and-white-striped photo frame is perfect for taking photos of Waldo seekers! It can be found in your physical FWL kit or as an editable PDF in your ABA digital toolbox.

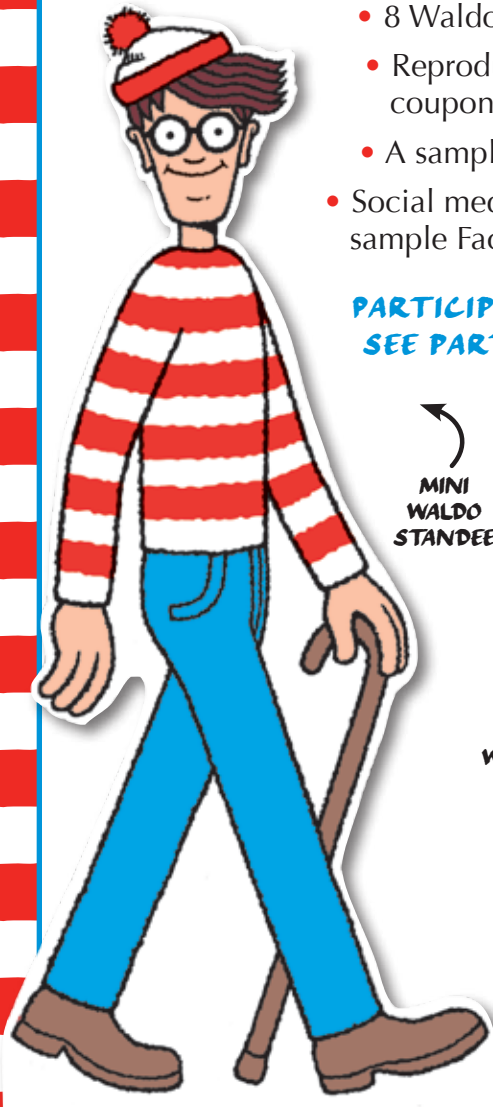
WHAT RESOURCES ARE AVAILABLE TO MAKE MY FIND WALDO LOCAL EVENT A SUCCESS?

Candlewick will send you a kit containing everything you'll need to launch your **FIND WALDO LOCAL** celebration.

Your kit will contain:

- 25 mini Waldo standees
- 25 Shop Local window clings
- 125 Waldo prize buttons
- A punch-out cardstock sheet of Waldo's key, Woof's bone, Wenda's camera, Wizard Whitebeard's scroll, and Odlaw's binoculars
- A 28" x 13" Waldo poster
- A printed 11" x 17" photo frame with text: "I found Waldo shopping at my local bookstore!"
- 8 Waldo prize books
- Reproducibles for "I Found Waldo" passports, \$1 coupons, party activities, posters, and bag stuffers
- A sample pitch letter and press release
- Social media assets to rally your community, including sample Facebook posts and tweets

PARTICIPATION IS CAPPED AT 250 STORES. SEE PARTICIPATION REQUIREMENTS AT LEFT.



MINI WALDO STANDEE

LOST ITEMS

WHERE'S WALDO? PRIZE BOOKS

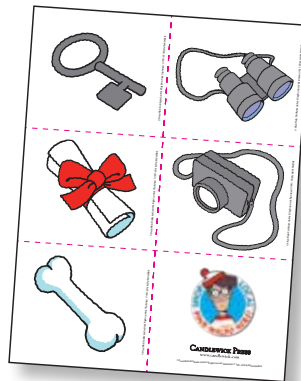
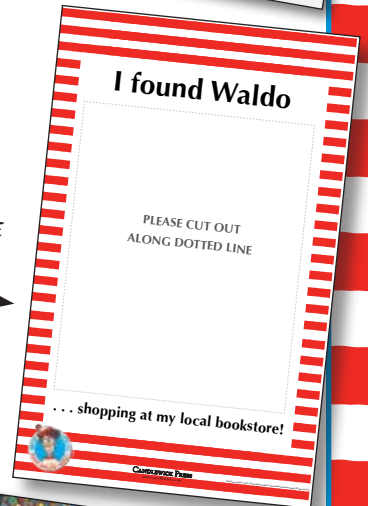


PHOTO FRAME

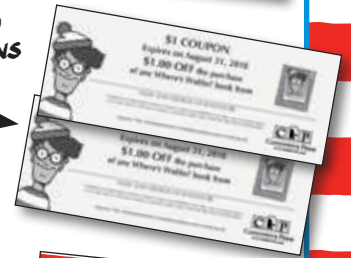


PRIZE BUTTON

WINDOW CLING



\$1.00 COUPONS



WHAT ABA-MEMBER BOOKSTORES HAD TO SAY ABOUT FIND WALDO LOCAL 2017



"It's just a terrific program."

"The kids loved it AND the vendors loved it!"

"People look for this event year to year."

"Every year it gets better and better!"

"Everyone LOVES the Waldo game!"

"Customers were anxiously awaiting the hunt this year."

"Our town loves the Waldo event."

"We had our best year of Find Waldo Local yet."

"Please don't ever stop doing FWL!"



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Inklings



Book Passage



MudPuddles



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