

JOIN WALDO ON A JOURNEY OF A-MAZE-ING ADVENTURES THIS SUMMER!



FIND WALDO LOCAL

“This summer, Find Waldo Local winds its way through communities, celebrating indie bookstores and local businesses at every twist and turn. We’re thrilled to partner with Candlewick Press for a whole month of navigating Waldo’s Ultimate Maze Adventure!”
—Courtney Wallace, ABA Marketing Manager and Indie Bookstore Day Program Director

Online preregistration begins on January 15, 2025, at
www.bookweb.org/find-waldo-local-2025.

Participation will be capped at 325 bookstores.

Brought to you by Candlewick Press and the American Booksellers Association



DEAR ABA BOOKSELLERS,

Thanks to you, since 2012, kids and adults in more than six hundred communities in all fifty states have searched for yours truly in local bookstores and businesses. It's been such an honor to partner with you on this annual free and fun event—let the a-maze-ing adventure begin for 2025!

—Waldo



FAQ

What is Find Waldo Local?

A community-wide Shop Local scavenger hunt, hosted by ABA-member bookstores and other local businesses during the month of July. Waldo-watchers young and old can search for Waldo in multiple local stores. The hunt culminates with a celebratory party held at your store.

What are the requirements?

Participating host bookstores agree to:

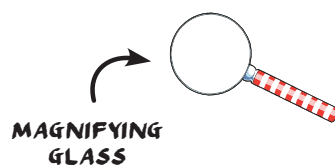
- preregister by February 15, 2025, at www.bookweb.org/find-waldo-local-2025
- place a 30+ copy Where's Waldo? book order by April 15, 2025 (future ship dates up to June 15 are accepted)
- dedicate a store window and in-store display to Find Waldo Local during July 2025
- host a Find Waldo Local party at the end of July 2025

Find Waldo Local host bookstores are eligible for the following special FWL offers:

1. +4% discount (PRH dating terms apply) on initial FWL book order and on reorders through July 31, 2025.
2. \$120 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 2025?

New Search Item: Waldo-watchers can join the a-maze-ing hunt! You'll receive a Waldo branded magnifying glass to hide somewhere in your store. Place it on a display, hide it on a shelf, have a store mascot hold it—be creative with your placement!

Other Updates: Even more downloadable activity sheets!

WHAT FIND WALDO LOCAL RESOURCES ARE AVAILABLE?

Candlewick will send you a kit containing all the physical materials you'll need; instructions and downloadable materials for hosting a successful Find Waldo Local event will be available at <https://www.bookweb.org/findwaldotoolkit> in late March.

The kit will include:

- 25 mini Waldo standees (for your bookstore and participating businesses)
- 1 Find Waldo Local magnifying glass
- 25 Shop Local window clings (for your bookstore and participating businesses)
- 125 Find Waldo Local stickers
- Where's Waldo? prize books*

Downloadable materials will include:

- Stamp card templates
- Reproducible activity sheets, coupons, bag stuffers, and photo frames
- Social media assets to excite your community, including sample posts and editable graphics
- Instructions on inviting other businesses to join in the fun
- A template for a press release to send to local media
- A FWL planning timeline
- FWL party ideas

STORES THAT ARE PARTICIPATING IN FIND WALDO LOCAL FOR THE FIRST TIME WILL ALSO RECEIVE A 4-FOOT WALDO STANDEE.

Please note that stores do not have permission to use Waldo imagery on any items that will be sold, any food items, or other merchandise of any kind, such as T-shirts. This also applies to any items being created for promotional use or giveaways.

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WINDOW CLING



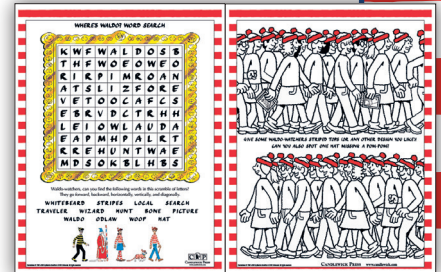
MINI WALDO STANDEE



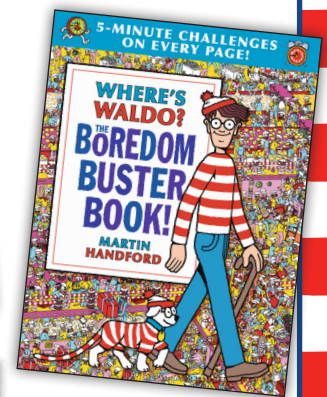
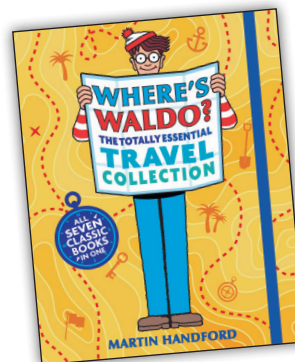
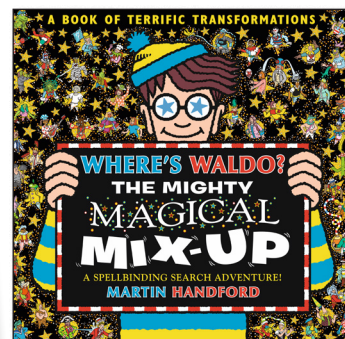
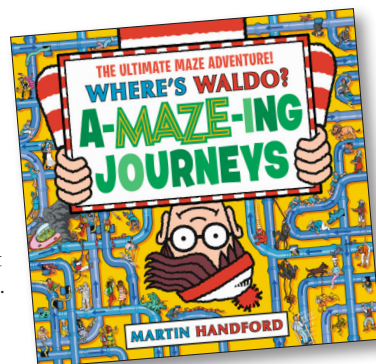
\$1.00 COUPONS



ACTIVITY SHEET



WHERE'S WALDO? PRIZE BOOKS



*Prize books will be sent from the PRH warehouse separately from the FWL kit.

WHAT ABA-MEMBER BOOKSTORES ARE SAYING ABOUT FIND WALDO LOCAL

"Kids have come to anticipate it each year and start asking about it months before it starts. It always makes lasting memories, and word spreads through the local schools more than anything else." —Liberty Bay Books, Poulsbo, WA

"The scavenger hunt is ALWAYS a hit."
—Copperfish Books, Punta Gorda, FL

"We had more participating businesses than in recent years! With 28 local businesses, many of whom were new, there was a feeling of gratitude both among business owners and participants."
—Red Balloon Bookshop, St. Paul, MN

"We created a really fun in-store hunt for the final party, and it was a huge hit! I made it very silly and kids were laughing all day long."
—The Open Book, Warrenton, VA

"A lot of people commented on how this made their July and how it helped them discover so many local businesses that they didn't even know existed. I do think this activity makes people more mindful of their shopping habits, promotes 'shop local,' and has the potential for growing in our community over time." —The Thinking Spot, Wayzata, MN

"We heard great feedback from other businesses that they had fun meeting new families. We also heard from families that they loved learning new places."
—Alice, Ever After Books, Buffalo, NY

"I love how this far-ranging event appeals to members of my community that I rarely otherwise see."
—South Main Book Company, Salisbury, NC

"We are located in a tourist town so every week we got a new group of excited Waldo Searchers! It was fun seeing whole families participate together!"
—The Hidden Lantern Bookstore, Rosemary Beach, FL

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