

## **Media Kit for the Greater Rochester Teen Book Festival, Inc.**

We appreciate your interest in writing about the Teen Book Fest (TBF). Assembled here is a collection of informational resources for your use.

- Sample News Story
- Frequently Asked Questions for Journalists
- Fact Sheet about the Greater Rochester Teen Book Festival, Inc.
- Photos and TBF Logo
- Suggestions to locate additional content on the TBF website

**Sample news story:** Rochester Teen Book Festival Hits 11<sup>th</sup> Anniversary!

**FAQs for Journalists:** What have reporters asked Founder Stephanie Squicciarini in the past about TBF, how she started the Festival, and why teens are an important audience.

**Fact Sheet** about the Greater Rochester Teen Book Festival, Inc. This Fact Sheet includes the mission of TBF and our goals for the Festival. It provides a brief overview of the Greater Rochester Teen Book Festival, Inc., how it functions, the planning process, funding and sponsorships, and names of the members of the Board of Directors.

**Photos** of TBF that can be used with a story.

- TBF Founder Stephanie Squicciarini
- Nazareth College Site Coordinator Dr. Laura Jones
- Informal photo of Laura Jones and Stephanie Squicciarini

**Logo** – camera-ready art of the TBF logo

- Logo – Horizontal
- Logo – Vertical

For further information located on the Teen Book Fest website ([www.teenbookfest.org](http://www.teenbookfest.org)), see the following:

- Want to read what a typical TBF experience is like? See “Planning Your Day.”
- What do the writers say about TBF? For direct quotes about Teen Book Fest from the authors that have attended in the past, please see “Author Testimonials.”
- What’s happening during this year’s Festival? Please see the “Schedule” tab. The “Authors” section will introduce you to the writers in the current TBF class.
- Complete bios of the board members along with their photos can be found in “Board Members” under the “About” tab.
- The Greater Rochester Teen Book Festival, Inc., and its nonprofit status, please see “Charity Information.”

FOR IMMEDIATE RELEASE

Contact: Nazareth: Julie Long/ 585-389-2456

April 18, 2016

Fairport Public Library: Stephanie Squicciarini/ 585-223-9091

## **Rochester Teen Book Festival Hits 11<sup>th</sup> Anniversary! Hosted by Nazareth College May 14, 2016**

Nazareth College is proud to present this year's **Greater Rochester Teen Book Festival (TBF) now in its eleventh year**. The event brings about 2,500 teens and adults, with all kinds of literary tastes, together to meet their favorite authors, as well as new ones. **TBF this year is Saturday, May 14, from 8:45 a.m. to 5:00 p.m. at Nazareth College**, located at 4245 East Avenue, Rochester, N.Y. 14618. This event is free and open to the public and kicks off with a parade led by members of the East Ridge High School Lancers Marching Band and met by the teens in a red carpet reception.

TBF 2016 features 32 authors including *New York Times* and *USA Today* bestsellers and kicks off with a panel including all authors and then continues with special breakout sessions designed to promote interaction with readers and writers. Teens will also have the chance to attend an autographing session at the conclusion of the festival.

Featured authors include **Laurie Halse Anderson, Jennifer Donnelly, K.L. Going, Ellen Hopkins, Mercedes Lackey, Carolyn Mackler (a Brockport native!), Ridley Pearson, Tamora Pierce, Terry Trueman, and Scott Westerfeld**. Books for all the festival authors are available at local public or school libraries and for purchase by Barnes and Noble on-site. Special Festival T-Shirts and other merchandise will be available for purchase during the event, as will lunch, snacks, and beverages by many local Rochester vendors- including several food truck favorites.

The book festival works hard on fun and creative fundraising, of which the authors, and Rochester community are huge supporters. Through various fundraisers, participated by teens, the festival has been able to meet their fundraising goals.

Major supporting sponsors of The Greater Rochester Teen Book Festival include: Nazareth College, Barnes and Noble, Grid Marketing, Dixon Schwabl, Tops Markets, Monroe County Library System, several publishers, and the Friends of Libraries across Monroe County.

Founded in 1924, Nazareth College is located on a close-knit, suburban campus in the dynamic, metropolitan region of Rochester, N.Y. The College offers challenging academic programs in the liberal arts and sciences and professional programs in health and human services, education, and management. Nazareth's strong cultures of service and community prepare students to be successful professionals and engaged citizens. The College enrolls approximately 2,000 undergraduate students and 1,000 graduate students.

**SPECIAL NOTE TO MEDIA:** Festival organizers are available for interviews as are some authors prior to the Festival.

For more information, including a complete list of featured authors and supporting sponsors, visit [www.teenbookfestival.org](http://www.teenbookfestival.org) or for interview requests; contact Stephanie Squicciarini at the Fairport Public Library at (585) 223-9091.

## **FAQs for Journalists**

### **When did the Festival start?**

The first Greater Rochester Teen Book Festival was held in 2006. Attendance the first year was 500 people. 2015 was our 10<sup>th</sup> anniversary, with more than 2,500 people coming to meet the authors.

### **What does it cost to attend?**

There is no cost to participants to attend the event, due to our generous sponsors, publishers, and ongoing fund-raising activities. Books, merchandise featuring the TBF logo, and food are available to purchase onsite. A portion of the sales is returned to TBF.

### **Where is the Festival held?**

Nazareth College, 4245 East Avenue, Rochester, New York. The opening of the Festival is held in the college's Shults Center.

### **How many people attend?**

The Festival typically attracts more than 2,500 teens and adults from all over New York State. Past attendees have also come from out of state and Canada. In 2015, more than half of our attendees arrived by school bus, accompanied by school librarians and classroom teachers who bring students to the Festival as a field trip.

### **How many authors come and how are they chosen?**

Each Festival features about 30 nationally acclaimed authors who write for young adults. Selected by the Festival's Planning Committee, the authors come from all over the USA and sometimes from Canada, the UK, and Australia. The Teen Book Fest is a showcase for their works that explore universal themes, cultures, and time periods through the lens of adolescence. The goal is to introduce authors teens may not know about as well as bringing some of their favorite writers. We attempt to balance up-and-coming authors with established ones.

### **Are any of the authors from Rochester or Western NYS?**

Charles Benoit is a Rochester resident who is a mystery fiction writer and a TBF regular. Laurie Halse Anderson, who lives in Mexico, near Oswego, writes a variety of genres including historical fiction. Chris Grabenstein is originally from Buffalo and writes books of interest to middle school readers. Carolyn Mackler, a writer of realistic fiction, is originally from Brockport. Kory Merritt, an illustrator, is from Spencerport.

### **What happens at the Festival?**

The day begins at 8:45 a.m. with a parade for the authors who walk a red carpet into the Shults Center surrounded by their cheering fans. A special session

called "TBF Truth or Talent" with all the authors starts at 10 a.m. Following the opening program, smaller break-out sessions are held all over the Nazareth campus where readers get a chance to ask questions and interact with the writers. The participants are able to attend up to four sessions. Teens receive preference for seating over adults. At the end of the day, all of the authors are available to autograph their books.

**Can books be purchased at the Festival?**

The Barnes & Noble Pittsford Store provides a book sale onsite of books by the featured authors. Barnes & Noble returns a portion of the sales that day to TBF.

**Why Nazareth College?**

Nazareth College has long tradition of fostering community involvement. Establishing a partnership with the Greater Rochester Teen Book Festival, promoting and celebrating recreational reading, was a good fit with the Language, Literacy, and Technology Department at Nazareth.

**What made you decide to have a Festival in Rochester?**

Stephanie Squicciarini, Teen Services Librarian at the Fairport Public Library, attended the Montgomery County Teen Book Festival in Texas. TBF was her vision: connecting teens in Rochester with writers from all over the country at a one-day event. The event would focus on teens and celebrate reading for pleasure. It took 16 months of hard work and fund-raising to get the first TBF up and running.

**Where should people go on the Internet to learn more?**

Information about TBF can be found on our website, **[www.teenbookfest.org](http://www.teenbookfest.org)**. Fans can also follow us on Facebook under Greater Rochester Teen Book Festival.



## Greater Rochester Teen Book Festival

*Our mission is to foster a community effort to celebrate and promote reading by connecting teens and authors.*

\* [www.teenbookfest.org](http://www.teenbookfest.org) \*

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(585) 233-9091, ext. 117  
Contact: [media@teenbookfest.org](mailto:media@teenbookfest.org)

## FACT SHEET

### Purpose and Goals

The primary purpose of the Greater Rochester Teen Book Festival, Inc. is to support and provide funds for the benefit of the annual Teen Book Festival. The group's mission is to foster a community effort to celebrate and promote reading each May on the campus of Nazareth College in Rochester, New York. The goals of the Festival are to connect teen readers to award-winning authors, enhance students' reading and literacy skills as they prepare with their school faculty to attend the sessions, and to help youth develop their potential by encouraging interaction between aspiring teen writers and established authors.

### Program: What Happens At the Festival?

The Greater Rochester Teen Book Festival has been in existence for more than ten years, beginning with eleven authors for teen readers and has now grown to 33 authors in May 2015. Attendance in 2006, the first Festival, was 500 people; in 2015, nearly 2,500 attended. There is no cost to attend Teen Book Fest. Many school districts make the day a field trip opportunity for their students. Buses brought more than 1,000 students in 2015, from all over New York State. Following a kick-off opening session with all the authors, participants have a choice to listen to four 40-minute sessions with individual authors or panel discussions with several featured writers. Participants choose which sessions they would like to attend. At the conclusion of the author presentations, there is an autographing session with all of the authors. Books are available for purchase through an on-site sale by Barnes & Noble, with a portion of the proceeds being donated back to TBF.

### Planning Committee

All activities for the Teen Book Fest are coordinated by a steering committee of public and school librarians from across three counties in the western NYS region, working in collaboration with Nazareth College educators, TBF alumni, and interns. Subcommittees divide up the major tasks over the 12-month planning stage: fund-raising and sponsorships, website creation and maintenance, author hospitality, volunteer coordination, and publicity.

### Who Do We Serve and How Teens Are Involved

TBF's primary focus is students in grades 6 through 12. TBF could not happen without the assistance of more than 300 adult and teen volunteers from area school districts and the

community. Young adults themselves play an integral, active role in making TBF happen. Teen volunteers are paired with each author. These “handlers” escort their authors to the campus locations of the breakout sessions and introduce their author to the audience. Additional volunteers are recruited each year to serve as guides for the attendees, staff the TBF merchandise booth, assist with set up and clean up, and perform other tasks throughout the planning and publicity process leading up to the Festival. Entertainment features local teen talent to kick off the Fest.

### **Organization**

The Greater Rochester Teen Book Festival, Inc. is a 501(c)(3) not-for-profit organization which is governed by a volunteer Board of Directors. Seven community members serve three-year terms. The volunteer directors receive no compensation for their service. The Greater Rochester Teen Book Festival, Inc. is a Type B corporation; its Certificate of Incorporation was filed in August 2010. The Internal Revenue Service determined TBF was a charity in September 2012.

### **Funding**

From its beginning in 2006, TBF has been funded 100% through donations. Substantial financial support, both monetary and in-kind donations of services, has been received from our host Nazareth College, Friends of the Library groups, parent-teacher-student associations, community service clubs, professional associations, and local businesses. Contributions are deductible under the Internal Revenue Code and TBF is qualified to receive bequests, gifts, and grants from public and private sources. The corporation’s fiscal year begins on July 1st and ends on June 30th. Costs for Teen Book Fest exceed \$35,000 every year. Some public and school librarians have coordinated fundraisers such as can and bottle collections and read-a-thons. Official “TBF” merchandise with the Festival’s logo is sold at the event, including T-shirts and tote bags. Many of the authors’ publishers cover transportation and incidentals. Funds raised by TBF are used for publicity, support materials (e.g., posters and signage), and the costs of travel, lodging, meals, and other expenses for the visiting authors.

### **Board of Directors**

President and Founder: Stephanie A. Squicciarini

Secretary: Beth Puckett

Treasurer: Karen Hultz

Directors: Charles Benoit; Dr. Naomi B. Erdmann; Dr. Laura C. S. Jones; Lisa C. Wemett





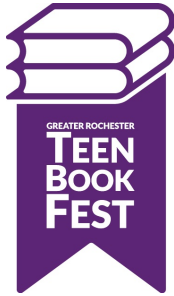
### **Quote from Festival President Stephanie Squicciarini**

“Teens and the authors who write for them deserve to be celebrated. Nazareth College and the School of Education gave TBF a warm and welcoming home so that we could grow. They have demonstrated a commitment to our community and with this support, show that libraries and those they serve matter.”

### **Testimonial from A. S. King, a TBF Author Alumna**

“The Teen Book Festival is doing a lot more than bringing authors and teen readers together. It’s fostering a lifelong love of reading and learning and encouraging kids to get excited about books. As an adult literacy teacher, I worked with people who were never encouraged in this way, so watching teens get excited by this event really hit home for me, because it showed how confident they are about being readers.”

## TBF Photos and Logos

Photos of TBF that can be used with a story	
TBF Founder Stephanie Squicciarini	 A headshot of Stephanie Squicciarini, the TBF founder. She has curly red hair, wears glasses, and a purple and white striped shirt. She is smiling at the camera.
Nazareth College Site Coordinator Dr. Laura Jones	 A headshot of Dr. Laura Jones, the Nazareth College Site Coordinator. She has blonde hair, is smiling, and wearing a light blue V-neck sweater over a necklace.
Candid photo of Laura Jones and Stephanie Squicciarini	 A candid photo of Laura Jones and Stephanie Squicciarini. Laura is on the left, wearing a red shirt with 'TBF READ the Books' and a lanyard. Stephanie is on the right, wearing a dark jacket and glasses. They are both smiling in an office setting.
Logo - camera-ready art of the TBF logo	
Logo - Horizontal	 The horizontal logo for the Greater Rochester Teen Book Fest. It features a stylized purple book icon on the left and a purple banner on the right containing the text 'GREATER ROCHESTER TEEN BOOK FEST' in white.
Logo - Vertical	 The vertical logo for the Greater Rochester Teen Book Fest. It features a stylized purple book icon at the top and a purple banner below it containing the text 'GREATER ROCHESTER TEEN BOOK FEST' in white.