



JOIN US IN AN INDEPENDENTS' DAY CELEBRATION!

CBA Independents' Day—a day designed to promote the importance of independently owned and operated bookstores to vital, vibrant, culture-rich communities—will take place on October 16.

Booksellers across the country will mark the occasion through in-store events, author appearances, sales, contests, giveaways, displays and promotions. There are so many ways to participate in this celebration, and we would love to have our industry partners, like you, join us in spreading the *Independents Matter* message, championing not only the value of local bookstores but the value of the books they sell.

Following are some ways in which you might get in on the action:

- **Offer an author** – Booksellers are seeking authors who will be in their area on October 16 to take part in in-store events—perhaps a reading/signing, perhaps a panel discussion, perhaps a 'local authors' celebration. This is a chance for authors to show their appreciation for the work independent booksellers do in promoting their books, and for booksellers and their customers to find out more about the authors and illustrators behind their favourite books.
- **Contribute promotional items** – In order to generate excitement at the store level, booksellers are looking to add value to the customer experience by offering giveaways. If you've got galleys, ARCs, posters or bookmarks that you would like to get into readers' hands, Independents' Day is the perfect opportunity.
- **Introduce a special discount** – Nothing draws customers like a sale. If you offer participating accounts a special discount for including your titles in an Independents' Day sale, booksellers will display your specially priced title/s prominently for at least a week surrounding Independents' Day.
- **Voice your support** – Author 'testimonials' ("Why Independent Bookstores Matter"); photos of authors browsing in their local Independent; video clips of authors proclaiming their love for their favourite bookshop—all of these can be incorporated into our *Independents Matter* marketing material to underscore the importance of independent booksellers to the local and book communities.
- **Sponsor a mailing** – While we email booksellers an "Idea Kit" along with links to marketing material and graphics, we can get even more stores involved if we mail printed items for them to display. If you're interested in contributing to the mailing cost, we'll acknowledge your sponsorship on the print materials.

CBA's Independents Matter committee has been hard at work planning for this event, and we know there are many out there who are as passionate about this cause as we are. This is a chance to bring more people into their local Independent, to celebrate Canadian authors and illustrators; and to remind people that reading a great book—recommended

with care—is an experience like no other. We hope you'll join us in making this the best Independents' Day yet.

If you would like to explore any of the participation options above—or have your own Independents' Day promotion idea—we are open to any suggestions for ways we can work together. Please contact me at the number below to discuss.

All the best,

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