

Join Waldo On a Journey of A-maze-ing Adventures This Summer!



Online pre-registration begins on January 15, 2025 at www.bookweb.org/find-waldo-local-2025. Participation is capped at 325 bookstores.

Find Waldo Local is 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, with a culminating party held at your store.

“Thanks to you, since 2012, kids and adults in more than six hundred communities in all fifty states have spent time each summer searching 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-ng adventure begin for 2025!” – Waldo

What are the requirements?

- Participating host bookstores agree to: Preregister by February 15, 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 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.

What’s New for 2025?

- New 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!

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What Find Waldo Local Resources Are Available?

- A full brochure for FWL 2025 will be available in late January.
- Candlewick will send you a kit containing all the physical materials you'll need.
- Instructions and downloadables 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 standees (for your bookstore and participating businesses)
- 1 Waldo magnifying glass
- 25 Shop Local window clings (for your bookstore and participating businesses)
- 125 Find Waldo Local stickers
- Where's Waldo? prize books*
- Stores that are participating in Find Waldo Local for the first time will also receive a 4' standee.

Prize books:



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

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
- Press release template to send to local media
- FWL planning timeline
- FWL party ideas

Questions? Contact Team FWL at findwaldolocal@candlewick.com



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