

FIND WALDO LOCAL



CAN YOU
SPOT THE
DIFFERENCE?

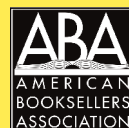
“For years now, Find Waldo Local has brought small businesses and communities together for a monthlong scavenger hunt for the beloved bespectacled character Waldo. The initiative continues to be a force in the Shop Local movement, and ABA is excited to continue to partner with Candlewick in this fun summer program.”

—Gen de Botton, ABC Group Manager

Online preregistration begins on January 24, 2022,
at www.bookweb.org/find-waldo-local-2022.

Don't miss out! Participation is capped at 300 host bookstores.

Brought to you by Candlewick Press and the American Booksellers Association

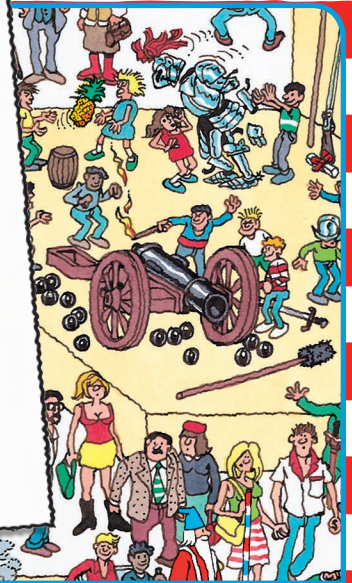




DEAR ABA BOOKSELLER,

Since 2012, I have been honored to be your ambassador for Find Waldo Local initiatives in over 520 cities across the US. More than 575 indie bookstores have participated, and more than 14,500 local merchants have been involved. I am proud to announce that the FIND WALDO LOCAL nationwide event will be back by popular demand in July 2022!

—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 2022, Waldo-spotters, young and old, are eligible for prizes throughout the month. The hunt culminates with a celebratory party held at your store.

What are the requirements for host bookstores?

Participating bookstores agree to:

- preregister online by March 1, 2022, at www.bookweb.org/find-waldo-local-2022
- place a 30+ copy Waldo book supporting order by April 25, 2022 (future ship dates up to June 15 are accepted)
- dedicate a store window and/or in-store display to FWL during July 2022
- host a Waldo celebratory party at the end of July 2022

WHAT'S NEW FOR 2022?

New Search Item: Get ready for double the fun in your store! We'll be sending a special mini Waldo standee to each host bookstore, dressed just a little differently from the others. Ask your eagle-eyed searchers to spot the difference!

Other Updates: This year you can look forward to new social media images and activity sheets, a designed stampcard, and temporary tattoos.

FIND WALDO LOCAL

Host bookstores are eligible for the following special FWL offers:

1. + 4% discount (PRH dating terms apply) 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.

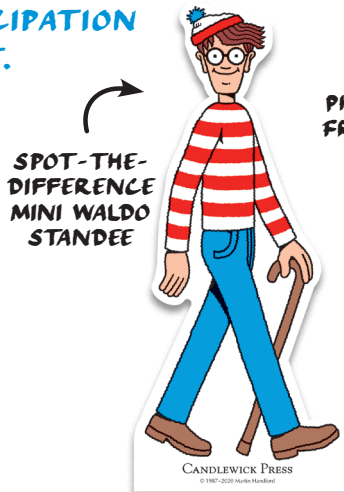
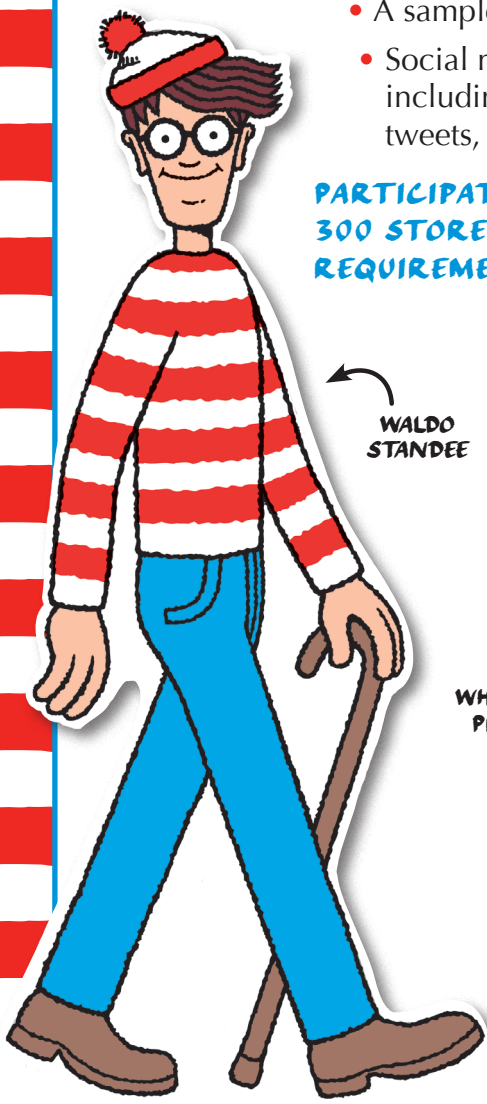
WHAT RESOURCES ARE AVAILABLE TO MAKE MY FIND WALDO LOCAL EVENT A SUCCESS?

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

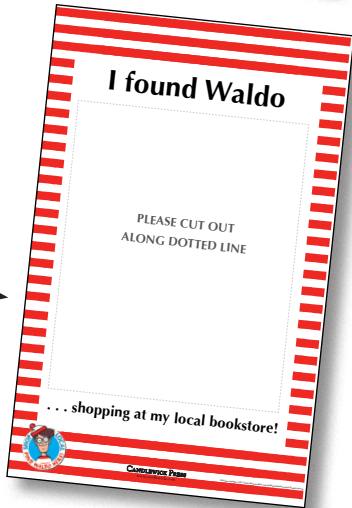
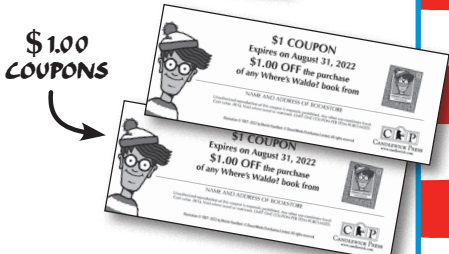
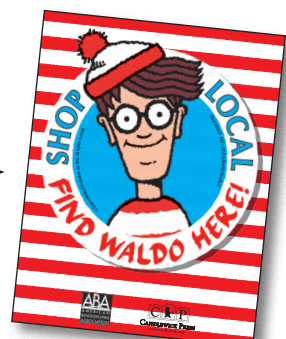
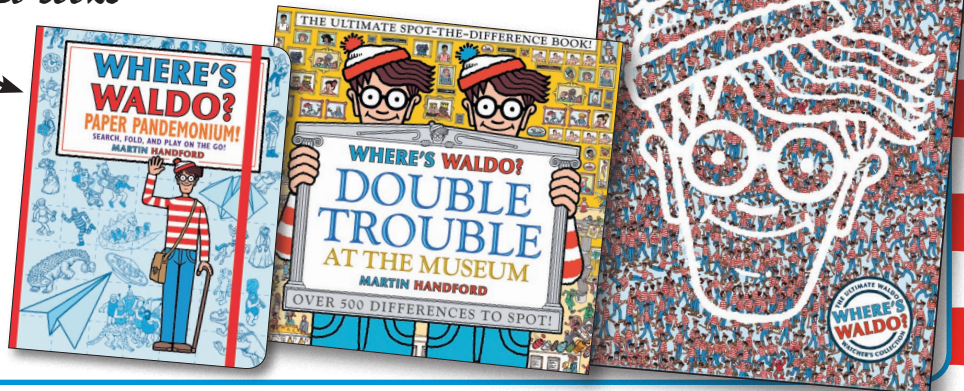
Your kit will contain:

- 25 mini Waldo standees
- 1 mini spot-the-difference Waldo standee
- 25 Shop Local window clings
- 125 Waldo temporary tattoos
- A printed 11" x 17" photo frame with text: "I found Waldo shopping at my local bookstore!"
- 8 Waldo prize books*
- 4-foot Waldo standee*
- Reproducibles for "I Found Waldo" stampcards, \$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 and Instagram posts, tweets, and designed images

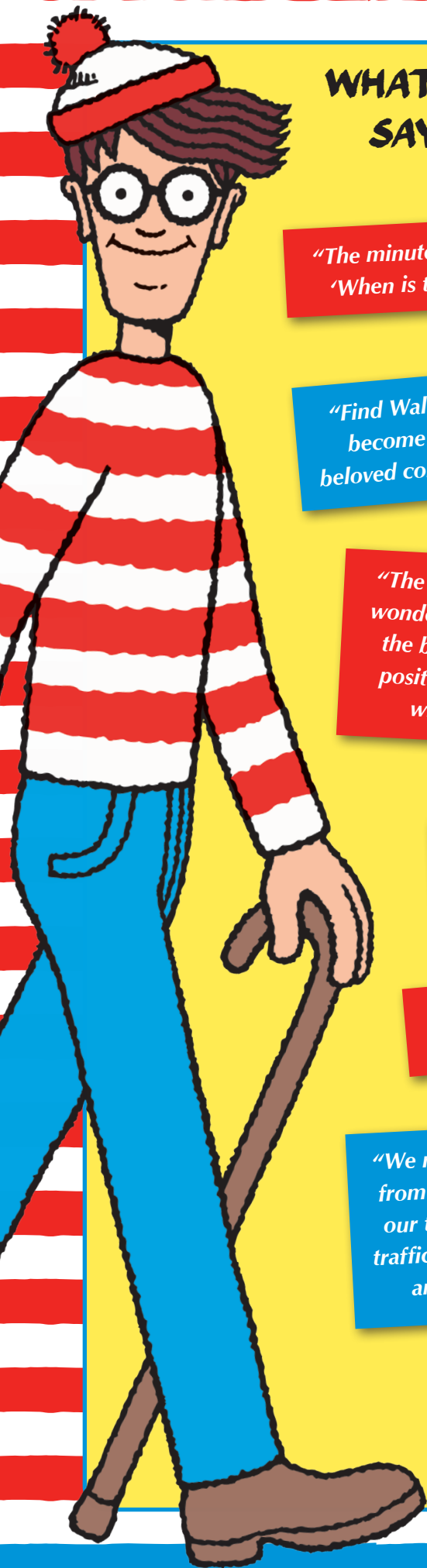
PARTICIPATION IS CAPPED AT 300 STORES. SEE PARTICIPATION REQUIREMENTS AT LEFT.



WHERE'S WALDO? PRIZE BOOKS



* Standee and prize books will be shipped separately



WHAT ABA-MEMBER BOOKSTORES ARE SAYING ABOUT FIND WALDO LOCAL

"The minute school gets out, kids start asking 'When is the Waldo hunt going to start?'"

"We are the biggest fans of Find Waldo Local!"

"Find Waldo Local truly has become entrenched as a beloved community tradition."

"We are a tourist town, and visitors plan their vacations around FWL."

"The monthlong event created wonderful camaraderie among the businesses and provided positive outreach to families with young children."

"Now having completed eight years with you and Waldo, I remain amazed with the enthusiasm! Year after year they come back for more."

"This event was pure magic for our new store!"

"My customers begged me to do FWL again next year."

"This is the most anticipated event in our town."

"We received so much praise from the other businesses in our town at how much foot traffic this generated for them and our store as well."

"Connecting with our local retail neighbors and supporting one another makes this one of our favorite times of the year."

"Not since Harry Potter days have we had such a successful promotion."