



Interesting Facts about this Event

- June 2, 2007 is the 5th annual occurrence of *Feria del Libro: A Family Book Fair*.
- The event has grown from 5,000 attendees in 2003 to 20,000 in 2006.
- The event is the culmination of the **Million Word Challenge**, a literacy campaign co-sponsored by *La Opinion* and the Alliance for a Better Community (ABC).
- The book fair supports *reading “beyond the bell”* by awarding 600 students with \$ 50 gift cards to buy books at the book fair, and for many students this is their first book buying experience.
- A city-wide celebration of reading with civic and business leaders sponsoring the event, bringing entertainment, authors, literacy oriented activity booths, information from community organizations and tutoring services, and of course book vendors.
- Last year’s audience survey was comprised of 50% Spanish speakers and 50% English speakers, many of those being Spanish/English bilingual. Over 60% attended in previous years; and 50% of the audience surveyed bought books at the fair.
- Last year’s vendors reported that most books purchased were in the English language.
- Last year there were 29 book vendors and 35 community organizations in the booths along with 26 tutoring companies offering services. Over 80% of the exhibitors rated the location and overall event as very good to excellent.