



2nd Annual San Diego Children's Book Festival a huge success!

- Popular event attended by more than 7,000 children, parents and book lovers.
- 2010 Children's Book Festival scheduled for Sunday, May 16th

More than 7,000 people attended the 2nd annual San Diego Children's Book Festival presented by Target on May 9, 2009 at the Nobel Athletic Park. The successful Festival was a cooperative effort of the San Diego Public Library, San Diego Parks and Recreation and the San Diego Public Library Foundation. Proceeds supported programs and collections at all 36 city libraries.

What: 2010 San Diego Children's Book Festival

When: Sunday, May 16, 2010

Where: Nobel Athletic Park & North University Community Library

Visit: SanDiegoBookFestival.org or contact Susan Howe at showe@supportmylibrary.org, 619-238-6643



- More than 50 vendors participated. Book retailers reported strong sales at the event.

- The Festival attracted an impressive slate of local and nationally-known authors and illustrators, including:

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|---------------------|------------------------|
| ♦ Gerald McDermott | ♦ Sherman Alexie |
| ♦ Marla Frazee | ♦ DJ MacHale |
| ♦ Kadir Nelson | ♦ Robin Preiss Glasser |
| ♦ Antoinette Portis | ♦ Kathleen Krull |

- Target was the 2009 Festival presenting sponsor. Also supporting the Festival were Biogen Idec; Cubic Corporation; One Book, One San Diego; the Friends of the San Diego Public Library; Time-Warner Cable and Westfield UTC.

