



# Books Are My Bag 2016

## *Everything Bookshops Need to Know*

- **Bookshop Day: Saturday 8<sup>th</sup> October**
- **Book Clubs in Bookshops: throughout October**
- **#BAMB - #BookshopDay - #OnlyOnTheHighStreet**

Books Are My Bag – the annual celebration of books and bookshops – is back for a fourth year, and we are inviting you to make this year bigger and better than ever.

There are lots of ways in which your bookshop can use the campaign to create excitement and attract customers.

BAMB 2016 will kick-off with the UK & Ireland's first **Bookshop Day on 8<sup>th</sup> October 2016**:

Bookshop Day is all about getting book-lovers to celebrate their love of bookshops.

Bookshops are being invited to create exciting instore experiences to bring Bookshop Day to life for customers. All ideas are welcome and could include:

- Special events
- Bookshop parties
- Books signings
- BAMB-themed window displays
- Book Clubs in Bookshops (see below for more info)

If you're planning on hosting an event to celebrate BAMB – or if you have a creative idea for the campaign – please do let us know so that BAMB can maximise these on its social channels and promote events/activities to media. Just tweet us at **@BooksAreMyBag #BookshopDay**.

### **Book Clubs in Bookshops**

To celebrate bookshop day, Books Are My Bag is encouraging book clubs to host their October meet-up in a bookshop; encouraging the people who love books the most to get together.

Book clubs need to find a willing bookshop and tweet us at **@BooksAreMyBag #BookshopDay**. The first 20 book clubs with a confirmed bookshop meet-up will receive a BAMB Book Club Goody Bag. The book club that shows the most bookshop love on social media with the hashtag #BookshopDay (e.g. by posting a book club selfie at their bookshop) will a special BAMB prize.

Bookshops: if you have or know about a local book club please let them know they could take part.

Already confirmed book clubs in bookshops include: Facebook book club, Poppy Loves Book Club, will launch the campaign by hosting a book club in Waterstones Trafalgar Square on 28 September, and Penguin Random House and Midas PR's book clubs are also taking part.

\*If your bookshop isn't big enough to host a book club a selfie of the book club in/outside your shop is fine too.

### **Social Media**



With lots of ways to get involved on social media, **#BAMB**, and **#BookshopDay** are the official hashtags for 2016 – make sure you tweet us about your events using the hashtags (and pictures on the day) so that we can promote them too.

Meanwhile, we'll be running a campaign encouraging bookshop customers to tweet things that would only happen in a high street bookshop with the hashtag **#OnlyOnTheHighStreet**. From beautiful window displays to something funny overheard in a bookshop to bookshop dogs to special events, the campaign will highlight the unusual, unexpected and delightful things that could only happen in a bookshop.

### Readers Awards

The first Books Are My Bag Readers Awards shortlist, chosen by booksellers, will be announced on 6<sup>th</sup> October for launch on Bookshop Day on 8<sup>th</sup> October. The public will then be invited to vote for the winners across fiction, non-fiction, biography/autobiography and children's. The winners will be announced in November.

### PR

By tweeting us about your plans for Bookshop Day and BAMB we can be sure to promote them in our PR activity. We've also included a template press release for you to adapt with details of your events. If you have any nice pictures please also send them to [booksaremybag@booksellers.org.uk](mailto:booksaremybag@booksellers.org.uk).

***“Books Are My Bag is a brilliant campaign to celebrate the unique relationship we have with our local customers. We've always known we need to be something exceptional for our customers if we're to thrive on the high street - but Books Are My Bag has shown us that they feel we're pretty special too. We look forward to it every year.”***

### Waterstones Plymouth Drake Circus





## Sample Regional Press Release

# **[Insert Bookshop Name]** to celebrate Bookshop Day on 8<sup>th</sup> October by **[Insert Activity]**

[Insert BOOKSHOP] in [Insert TOWN/CITY] will be celebrating Books Are My Bag this year by [insert EVENT/ACTIVITY] on Bookshop Day on 8<sup>th</sup> October.

Activities scheduled to take place at [Insert BOOKSHOP] include:

- [List events and dates here]

[NAME - owner/manager] of the [Insert BOOKSHOP] said: [Insert QUOTE]

New for 2016, Bookshop Day will see bookshops across the UK and Ireland hosting parties, special activities, book signings and more to celebrate the first ever Bookshop Day and Books Are My Bag 2016.

Now in its fourth year, the Books Are My Bag campaign highlights and celebrates the vital role of high street and campus bookshops. Books Are My Bag is supported by a huge number of high profile figures including Graham Norton, James Patterson, Claire Balding, Jamie Oliver, Mary Berry, Michael Palin, Caitlin Moran, Grayson Perry, Lily Cole and Tracey Emin.

To secure your place or for more information, please call [Telephone number]/ email [email address], or visit the bookshop's website: [Insert URL].

For more information on events, visit [www.booksaremybag.com](http://www.booksaremybag.com)

-Ends-

[Add bookshop contact details]

### **Notes to Editor**

About Books Are My Bag

**BOOKS ARE MY BAG** was launched to the bookselling and publishing industry in April 2013 at The London Book Fair. Since then, it has recruited well over 100 high profile UK and Irish and international authors, broadcasters, models, sports stars, actors, politicians, chefs, journalists and comedians – all willing to lend their image to the campaign, to be photographed with the iconic canvas bag which has been designed as the centrepiece for the movement. The BOOKS ARE MY BAG bag carries a simple and powerful message allowing readers to display their love and support for local bookshops while encouraging others to do so. Over the last three years, hundreds of thousands of people have worn a



Books Are My Bag canvas bag in support of the campaign, with sales at bookshops increasing by 30% during the 2015 Books Are My Bag campaign.