WHAT IS WORDPLAY?
• A book festival that connects people through the power of story
• A place for families with activities, events, and authors for kids and teens
• A creative way to engage readers & writers
• A celebration of literacy
• A party for books including food trucks, beer tents, boisterous conversations, quiet reading nooks, and books, books, books.

WORDPLAY AUTHORS
• 100 authors with recently published books in all genres
• 30% Minnesota writers
• Including cookbooks, fiction, YA, nonfiction, YA, children’s, poetry, graphic novels, memoir, genre (sci-fi, romance, mystery etc.), and more
• Household names & emerging writers
• The year in publishing (all authors will have a book out in the past 18 months)
• Full lineup announced in January
WHY WORDPLAY?

• This region is consistently ranked nationally as one of the most literate
• There is a hungry audience here for literary events, yet we lack a large-scale celebration like other communities in the country.
• It’s an economic driver: Writers are the third largest creative profession in Minnesota and Minnesota has the highest concentration of publishing professionals in the entire country.

Anticipated Attendance
10,000

READERS ARE EVERYWHERE

73% of US adults have read a book in the past year.

In a divided world, this is a diverse and dedicated audience united by the power of story.

READING UNITES

By age, by race, by gender, by income, by geography, reading is as near a universal act as you can find (PEW Study, 2016).

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