



2017 Media Kit

The Mississippi Book Festival will hold its third annual “literary lawn party” on the shaded grounds of the historic Mississippi State Capitol Building in downtown Jackson, from 9:00 a.m. to 5:00 p.m., on Saturday August 19, 2017. Free and open to the public, the festival presents author panel discussions and interviews, book signings, live music, local food, young adult and children’s activities, as well as exhibitors from across the state and nation. The stately rooms of the Capitol, as well as nearby Galloway Church, will become venues for distinguished panelists and the Capitol Rotunda will transform into a national exhibit showcase. The surrounding streets will feature children’s activities, booksellers, live music and food trucks. The entire event site is handicap accessible and free parking is available to all.

The mission of the festival is: to recognize authors and the books they produce; to celebrate writing, reading, and our literary heritage; and to connect readers with contemporary authors.

FESTIVAL IMPACT

By its second year, the festival’s attendance jumped from 3,700 to 6,200, a near 70-percent boost, and Official Panelists increased by a third.

6,200 attendees plus **120+** volunteers

134 authors showcased in **32** panel discussions

58 self-published authors and **25** exhibitors/booksellers

7 hours of live coverage were nationally broadcast by C-SPAN Book TV

45 funders gave \$270,000 and **20** in-kind contributors valued at \$65,000+

BEST FESTIVAL winner of The Clarion-Ledger People’s Choice Award



MISSISSIPPI BOOK FESTIVAL

3rd Annual Literary Lawn Party!

Saturday, August 19, 2017

MISSISSIPPI STATE CAPITOL | 9:00AM - 5:00PM

FREE ADMISSION, FREE PARKING & OPEN TO PUBLIC



GREG ILES



ANGIE THOMAS



RICHARD FORD



LINDA W. JACKSON



RON RASH



CARLA HAYDEN

150+ Authors & 30+ Panels

**LIVE INTERVIEWS | BOOK SIGNINGS | KIDS ACTIVITIES
CAPITOL TOURS | FREE PARKING | FOOD TRUCKS | LIVE MUSIC**

Ticketed After-party @ Duling Hall

MSBOOKFESTIVAL.COM   



MISSISSIPPI BOOK FESTIVAL

AUGUST 19, 2017 | MS STATE CAPITOL | 9:00AM - 5:00PM



The Mississippi Book Festival's annual "literary lawn party" on the grounds of the Mississippi State Capitol Building turns the historic landmark into a hub of celebration in downtown Jackson. Stately rooms at the Capitol and Galloway Church



become venues for distinguished panelists, the verdant lawn a gathering spot for book lovers, and surrounding streets a marketplace for booksellers and food trucks. Live music and kids' activities turn bordering streets into a bustling family hangout. The entire event is handicapped accessible, with free parking on public streets and in parking garages at neighboring Woolfolk and Walter Sillers buildings.

Visit our website msbookfestival.com for full details on schedule, participating authors, and festival activities.



MSBOOKFESTIVAL.COM   



Mississippi's "literary lawn party" welcomed 6,200 visitors and 200+ authors to the grounds of the historic State Capitol in 2016.



The Mississippi Book Festival, a nonprofit founded by literacy advocates, was launched in August 2015 as a proud celebration of reading, writing, storytelling and the state's significant contributions to American literature.



This annual book lover's playground draws thousands of visitors, hundreds of authors, and dozens of booksellers to the historic Mississippi State Capitol for: panel discussions, book signings, kids' activities, tours, food and live music.



A bustling marketplace of books turns the literary lawn party into a summer staple for downtown Jackson.



C-SPAN will broadcast author panel discussions LIVE from the Old Supreme Court Room in the State Capitol Building throughout the day of the Festival.



Hundreds of contemporary authors — national, regional and local — are Official Panelists for the day exploring in-depth themes with audience members in comfortable, air-conditioned venues.



Mississippi citizens and book lovers can seize this unique opportunity to connect directly with their favorite authors through intimate panel discussions and live interviews.