

MISSISSIPPI BOOK FESTIVAL

2022 BY THE NUMBERS

30,000+

BOOKLOVERS

participated in our 72-hour celebration of the written word at pre-festival events around the state and at the one-day festival in the capital city.

24,000+

STUDENTS

took part in KidNote sessions with Matt de la Peña, Andrew Aydin, and Nate Powell, in a statewide orchestration of in-person and online engagements.

6,000+

PEOPLE

attended the festival's 50 official panel discussions and workshops in 9 different venues. Hundreds more enjoyed the festive music, food, social and retail vibe outdoors!

4,200+ BOOKS

were sold on Saturday at the festival.
The ultimate Mississippi Book Festival souvenir!

3,300+ FREE BOOKS

went into the hands of students around the state during Friday's interactive literary programs led by Matt de la Peña, Andrew Aydin, and Nate Powell.



180+ VOLUNTEERS

powered setup, activities, directions, run-around, and take-down of the festival.
We are grateful to have such an enthusiastic team!

164 OFFICIAL PANELISTS

engaged audiences in panel discussions.
Their behind-the-scenes stories and special insights added dimension and scope to the published works!

138 EXHIBITORS

were featured on the Capitol lawn and surrounding streets.

123 FUNDERS

donated to make the festival possible and 15 in-kind contributors supplied much-needed products and services valued at more than \$150,000.
A generous and growing commitment!

90+ AUTHORS

sold their recent works and met readers in Authors Alley.

40 HOURS OF PANEL VIDEOS

were recorded by the festival in addition to 6 hours by C-SPAN Book TV.
Available in the Replay section of our website.

15 FOOD VENDORS

kept festival-goers fueled and refreshed throughout the day.

11 OUTDOOR ATTRACTIONS

drew visitors at Authors Alley, Booksellers Row, Bearapy, Book Signings, Asylum Hill Project, Community Lawn Organizations, Kids Tent, Rocky's House, First Book, All Ways Black, and Food Pavilion with Live Music.

7 INDOOR ATTRACTIONS

welcomed guests for Capitol tours, three USM exhibits, MPB Kids Club, Pop-Up Library, and a Book-of-the-Month Club installation.

6 HOURS OF LIVE STREAMING

brought panels in Galloway Sanctuary to online audiences in real-time.
Available in the Replay section of our website.


3 COSTUME CHARACTERS


greeted visitors as Rocky the Reader, Ed Said, and Molly of Denali.


1 LIVE PAINTING

was created on-site by watercolorist Wyatt Waters.



 Nearly 15,000 friends kept up with the festival countdown and action on Facebook.

 4,250+ followers raised our network profile by engaging 165 posts.

 Nearly 3,000 followers helped us achieve 201,000 tweet impressions.

[MSBOOKFESTIVAL.COM](https://www.msbookfestival.com)