

MISSISSIPPI BOOK FESTIVAL

2019 BY THE NUMBERS



15,200

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.

9,300

PEOPLE

attended the festival's 47 official panel discussions and activities at 10 different venues. Hundreds more enjoyed the festive music, food, social and retail vibe outdoors!

5,600

FREE BOOKS

went into the hands of Jackson-metro school students during Friday's interactive literary programs led by Dav Pilkey and Justice Sonia Sotomayor.

4,000 BOOKS

were sold at the one-day festival.

The ultimate Mississippi Book Festival souvenir!

275+ VOLUNTEERS

tirelessly powered the setup, activities, directions, run-around and take-down of the festival.

We are grateful to have such an enthusiastic team!

170 OFFICIAL PANELISTS

enthralled audiences in panel discussions.

Behind-the-scenes stories and special insights added dimension and scope to their published works!

73 AUTHORS & GROUPS

marketed their recent creations amid the hustle and bustle of Authors Alley.

72 FUNDERS

gave more than \$475,000 to make the festival possible and 17 in-kind contributors supplied much-needed products and services valued at more than \$100,000.

A generous and growing commitment!

34 EXHIBITORS & BOOKSELLERS

were featured on the Capitol lawn and showcased along Mississippi Street.

11 FOOD TRUCKS

kept festival-goers fueled and refreshed throughout the day.

8 HOURS OF LIVE COVERAGE

nationally broadcast by C-SPAN Book TV.

Available in the Replay section of our website.

3 COSTUME CHARACTERS

Dog Man and Captain Underpants wowed audiences, while Daniel Tiger prowled the site for photo ops.

2 WRITERS TRAIL MARKERS

were unveiled at the festival opening recognizing the significant work of Richard Ford and Ida B. Wells.

1 ANNIVERSARY FUNDER

Community Foundation for Mississippi made this landmark year a huge success.



The fifth anniversary festival presented a monumental 10-foot photo opportunity for booklovers!



13,400+ friends kept up with the festival countdown and action on Facebook.



Nearly 2,500 followers raised our network profile by engaging 660 posts.



2,000+ followers helped us achieve 2,750,000 tweet impressions.

MSBOOKFESTIVAL.COM

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