

MISSISSIPPI BOOK FESTIVAL

BY THE NUMBERS (THROUGH THE YEARS)

YEAR ONE

Mississippi's first statewide book festival launched on the Capitol steps with best-selling author John Grisham and the Jackson State University "Sonic Boom of the South" marching band.

3,750 PEOPLE ATTENDED

100+ AUTHORS ON 22 PANELS

Including John Grisham, Greg Iles, Kiese Laymon, Ellen Gilchrist, Curtis Wilke

The literary lawn party was born!

YEAR TWO

More authors, activities and venues spiked attendance. Youngsters celebrated Curious George's 75th birthday and children's lit favorites, while adults basked in the glow of renowned authors.

6,200 PEOPLE ATTENDED

130+ AUTHORS ON 32 PANELS

Including Jon Meacham, Jesmyn Ward, Harrison Scott Key, Julia Reed, Kate DiCamillo

Clarion Ledger Best Festival of 2016!

YEAR THREE

Librarian of Congress Dr. Carla Hayden inspired young and old. Pulitzer Prize-winning, native son Richard Ford brought everything home. Angie Thomas ruled the day with Young Adult literature, while Mark Bowden laid out sobering facts.

6,400 PEOPLE ATTENDED

150+ AUTHORS ON 45 PANELS

Including Richard Grant, W. Ralph Eubanks, Vivian Howard, Beth Ann Fennelly

Mississippi's Literary Map unveiled!

YEAR FOUR

In addition to a lively festival, we launched our *Write On, Mississippi!* podcast, in partnership with MS Public Broadcasting. We also set a milestone of 10,000 Facebook followers and unveiled the first two Mississippi Writers Trail markers.

7,600 PEOPLE ATTENDED

160+ AUTHORS ON 42 PANELS

Including Jesmyn Ward, Rick Bragg, Salman Rushdie, Charles Frazier

Visit Jackson Award!

2018

YEAR FIVE

With Community Foundation for Mississippi as our 5th anniversary funder, attendance rocketed to new heights. Including satellite events across the state, we reached a total of 15,200 in 72 hours.

9,300 PEOPLE ATTENDED

170+ AUTHORS ON 47 PANELS

Including Justice Sonia Sotomayor, Ann Patchett, Dav Pilkey, Natasha Trethewey

72 hours of statewide satellite events!

YEAR SIX


Virtual 2020, a first! We celebrated the written word through a variety of online experiences that included one-on-one interviews, group conversations and our first Reader Features with community guests from across the state.


2,500 ONLINE SESSIONS


27+ AUTHORS ON 28 PANELS

Including Ron Rash, Wayétu Moore, Michael Farris Smith, Nick Stone

Write On, Mississippi! 10,000 download milestone!

 14,000+ friends

 Nearly 3,000 followers

 2,450+ followers