



Celebrate the Legacy of the Heartland with

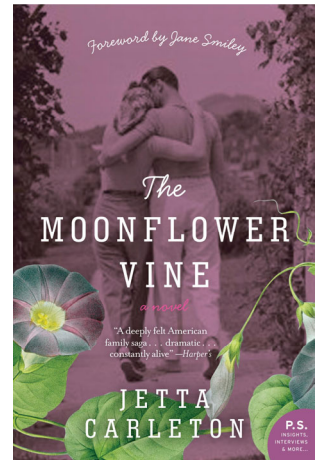
THE MOONFLOWER VINE

A Novel

By Jetta Carleton

***THE MOONFLOWER VINE*, a Midwest Connections Pick, is a perfect book to unify your Midwest community and to celebrate your local traditions and past and present ways of life. Bring your community together around this rediscovered classic, recommended as one of the 100 classic novels everyone should read by Jane Smiley.**

MBA encourages you to promote *THE MOONFLOWER VINE* throughout the spring and summer, but it's a book that we feel will sell well year-round, especially in our Midwest region. Below is a list of possible store events that you can use to help promote the book in your store and in your community.



You can print a full-color sign for in-store display from the PDF files available on the MBA website. In addition, a reading group guide, P.S. materials with extra insight into the book and the author, and the foreword written by Jane Smiley are also available for your use. You'll find these materials at <http://www.midwestbooksellers.org/2009/03/the-moonflower-vine/>.

Earn up to \$75 in Midwest Connections rebates from MBA for promoting THE MOONFLOWER VINE! Complete details are on the web page above.

HOST AN EVENT IN YOUR STORE OR IN YOUR COMMUNITY:

- **Pay Tribute to the Heartland:** Partner with a local 4H club or another active environmental group within your community to sponsor a community gardening initiative where you plant a moonflower vine and other needed flowers and trees.
- **Pay Tribute to the Classics:** Host an event at your bookstore or your local library and ask prominent members of your community to come prepared to speak about their favorite old classics. Start a reading list of classics that are popular favorites.
- **Declare a Holiday:** Dedicate one day or week (or even the whole month!) in April to talking about and uncovering favorite classics. Declare it: Rediscovered Classics Day. Consider putting together a display featuring *THE MOONFLOWER VINE* and other once-popular classics to reach a new generation of readers or those who may not have read the book in years.
- **Host an Intergenerational Book Club Meeting:** Invite members of the community to a book club meeting at the end of April (allowing them time to read *THE MOONFLOWER VINE*), and make sure to invite multiple generations of community members to spark dialogue from the perspectives of each of the characters in the book.

A Midwest Connections Pick for April 2009

***THE MOONFLOWER VINE* A Novel**

Jetta Carleton

Harper Perennial / HarperCollins Publishers / **On sale 3/24/2009**

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