WHERE’S WALDO in 2017?

Celebrating his 30th anniversary with the locals!

FIND WALDO LOCAL

Online preregistration begins January 28, 2017, at indiebound.org/findwaldolocal. Participation is capped at 250 host bookstores.

A nationwide Shop Local event brought to you by Candlewick Press and the American Booksellers Association.
WALDO IS 30!

JOIN THE CELEBRATION!

• More than **67 million** Where’s Waldo? books sold since 1987!
• Waldo books are available in more than **32** countries around the world.

AND IF THAT’S NOT ENOUGH TO CELEBRATE . . .

Since the Find Waldo Local program was introduced in 2012, in partnership with the American Booksellers Association:

• more than **12,000** local businesses have participated in Find Waldo Local!
• more than **475** indie bookstores have hosted Find Waldo Local in all **50** states!

“For thirty years, children and adults have loved finding Waldo. And every July since 2012, thanks to Candlewick’s Find Waldo Local initiative, entire towns have gotten involved. It’s a new Independence Day tradition—families having as much fun searching for Waldo and exploring their town’s unique businesses as they do watching fireworks!” — Joy Dallanegra-Sanger, Senior Program Officer, American Booksellers Association

“Over the past five years, the Find Waldo Local program has not only provided stores with a fun summer activity, but it has also fostered communication among neighboring businesses of all types, even spurring the formation of new local business alliances across the country. The ABA is honored and delighted to partner once again with Candlewick on this wonderful initiative.” — Mark Nichols, Development Officer, American Booksellers Association

“Find Waldo Local celebrates the uniqueness, fun, and strength of community. Search for Waldo, support your neighbors, sell lots of books, and have a great time putting the spotlight on local and indie!” — Becky Anderson, former president of the American Booksellers Association and owner of Anderson’s Bookshop, Naperville, Downers Grove, and La Grange, Illinois

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FIND WALDO LOCAL

For five summers running, American Booksellers Association member bookstores have rolled out Shop Local campaigns in their towns using Waldo as their Local First ambassador. Since 2012, more than twelve thousand local merchants have participated in Find Waldo Local, from Annapolis to Asheville, Sarasota to Santa Cruz, and Woodstock to Wichita. Candlewick extends a huge thank-you to the 475+ indie bookstores that have enlivened their Main Streets with Waldo scavenger hunts in downtowns across America.

And now, by popular demand, Candlewick and the American Booksellers Association are bringing Find Waldo Local back for a sixth year to coincide with Waldo’s thirtieth anniversary.

Announcing FIND WALDO LOCAL 2017 — bigger and better than ever!

WHAT’S NEW IN 2017?
You asked and we listened.

New Character Search: In July, Waldo seekers will have their eyes peeled for Waldo’s friend Wenda (in addition to Waldo, of course). Wenda’s lost somewhere in your store. Where can she be?

New Minimum Order Quantity: In celebration of Waldo’s thirtieth, the minimum required supporting order of Waldo books is . . . you guessed it, thirty.

New and Improved Swag: For Waldo’s anniversary, we’ll be sending host bookstores the following drool-worthy items (in addition to our usual collateral): a forty-inch-tall Waldo standee perfect for photo ops with kids, full-color decorative bunting to hang in your store window, a pack of one hundred sticker sheets to spice up your party activities, and a special edition Waldo thirtieth anniversary tote bag. See details on next page.
Host bookstores will receive a deluxe Where’s Waldo? thirtieth anniversary event kit containing the following items (total value $325):

- Waldo 30th anniversary bunting
- 4-foot-tall Waldo standee
- pack of 100 sticker sheets
- special edition anniversary tote bag
- Wenda mini standee
- 25 Waldo mini standees
- 25 Shop Local window clings
- pack of 125 prize buttons
- 8 Waldo prize books for giveaways

Digital assets and reproducibles available at IndieBound include:

- $1 coupons
- “I Found Waldo” passports
- posters and bag stuffers
- sample pitch letter and press release
- sample social media posts
- party activities
- and more!

Your deluxe Find Waldo Local ‘17 event kit will guarantee success!
What and when is Find Waldo Local 2017?

Find Waldo Local is a community-wide Shop Local scavenger hunt hosted by American Booksellers Association member bookstores with participation from dozens and dozens of local businesses in their towns. Throughout the month of July 2017, Waldo spotters, young and old, are eligible for prizes, culminating in a grand finale party at your store.

What are the requirements for host bookstores?

Your store agrees to:

• **preregister online by March 1, 2017,** at indiebound.org/findwaldolocal. Participation is capped at 250 host bookstores, so don’t delay.

• place a 30+ copy Waldo book supporting order with your Candlewick rep by March 28, 2017.

• dedicate a store window and/or in-store display to Find Waldo Local throughout July 2017.

• host a Waldo celebratory event at the end of July 2017.

Host bookstores will receive the following benefits:

• an additional 4% discount and 90 days’ dating on initial supporting Waldo book order.

• $100 automatic Find Waldo Local incremental co-op funds to be used for any Find Waldo Local expenses (party supplies, copying costs, coupon redemptions, and so on). (Note: This benefit is only available to stores with Penguin Random House returnable retailer accounts who are in good credit standing.)

• event kit valued at $325.

• special wholesale pricing on Waldo, Wenda, and Woof costumes from Elope.
Raves from 2016 Host Bookstores

“Find Waldo Local has solidified and strengthened our bookshop and the Shop Local movement in Athens. Participating businesses definitely find this campaign a morale boost and an overall easy and fun way to interact with customers. Fans of Waldo, young and old, love this event!”
— Rachel Watkins, Avid Bookshop, Athens, GA

“Copperfield's Petaluma has had endless fun with Find Waldo Local. More than sixty stores and six hundred kids participate each summer in what has become a much-anticipated event for everyone in the family. We look forward to it every July!”
— Patty Norman, Copperfield's Books, Petaluma, CA

“We love Waldo here at Liberty Bay Books! Our town’s mayor personally came into the store to thank us for the wonderful Waldo hunt. The merchants said Waldo brought in many new customers to their shops. It is a wonderful community event for families.”
— Suzanne Droppert, Liberty Bay Books, Bremerton and Poulsbo, WA

“Since our first Find Waldo Local in 2014, we’ve seen enthusiasm and participation skyrocket in our community. Find Waldo Local has become a much-loved summer tradition in our downtown, and it’s something we look forward to all year long.”
— Marlene England, Curious Iguana, Frederick, MD

“Not only is Waldo good for our business, but he’s our best emissary to our neighboring shops, enhancing our sense of community. Because many of our Waldo seekers are on vacation, they dash out and complete their passports within an hour and return breathless and excited with their success! We got an e-mail from a mom in Montgomery, Alabama, who declared her family’s Find Waldo search to be ‘the highlight of our trip to San Francisco!’”
— Cheryl McKeon, Book Passage Ferry Building, San Francisco, CA
Waldo’s celebrating his 30th anniversary with THREE new books, on sale in May 2017!

Where’s Waldo?
30th Anniversary Reissue
Includes a new final scene with new people and new things to search for!

On sale May 16, 2017
PB: 978-0-7636-9579-8 • $7.99 • Ages 5–9 • 36 pages

Where’s Waldo?
The Coloring Collection
Eighty pages of Waldo art, characters, and patterns to color. Sturdy flexiback binding, elastic closure, and a bonus item—a extra-large poster to fold out and color!

On sale May 16, 2017
PB: 978-0-7636-9577-4 • $12.99 • Ages 5–9 • 80 pages

Where’s Waldo?
The Totally Essential Travel Collection Reissue
A new anniversary design with gold foil stripes on the cover and six bonus postcards included!

On sale May 16, 2017
PB: 978-0-7636-9580-4 • $14.99 • Ages 5–9 • 172 pages

So celebrate Waldo’s anniversary with us by participating in FIND WALDO LOCAL 2017—bigger and better than ever before! Sign up at indiebound.org/findwaldolocal. Online preregistration begins January 28, 2017.