



A BOOKSTORE-WITHOUT-WALLS®
FOR KIDS, TEENS, FAMILIES, &
EDUCATORS IN THE BRONX & BEYOND

REBEKAH SHOAF, FOUNDER & CEO
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WWW.BOOGIEDOWNBOOKS.COM



WHO + WHERE WE ARE

- Bookstore-without-walls® for kids, teens, families, and educators in the Bronx and beyond
- Launched in October 2017
- Core values: **Joy, Justice, and Community**
- Founder and CEO Rebekah Shoaf is a local resident, former high school English teacher in New York City public schools, and current educational consultant with **extensive relationships throughout the education community**
- ABA and NAIBA member
- **New York Times & Indie Bestseller reporting store**
- **IndiesUNITE!** participating bookstore
- Permanent **pop-up bookshop** in the Bronx
- Weekly **in person and virtual events**
- Seasonal **outdoor events** in and around the Bronx
- Accessible via public transportation, local airports, & rail



WHAT WE DO

- Weekly **storytime** with authors, illustrators, and movement led by on-staff certified yoga instructor
- Regular virtual and in person events for **middle grade** (BeTween Time) and **teen/adult** readers
- Ongoing **professional development events** for educators
- Web sales through **online bookstore/Bookshop.org**
- **Permanent book boutique** at local cafe/community space
- **Mobile sales and events**, short- and long-term pop-up shops, and customized event collections
- Numerous community **partnerships** with small businesses, cultural institutions, parks and gardens, and NYPL
- Ongoing **school partnerships** with many local and regional schools, districts, and universities for author events (required 50+ book buy), virtual book fairs, parent book clubs and literacy workshops, curricular services, library curation, and bulk sales



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BOOGIE DOWN BOOKS

BRONX, NEW YORK CITY

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SELECTED EVENTS 2020-2022

EVENT	ATTENDEES	SALES
Feb. 2020: In person elementary school visit with Vita Murrow: Power to the Princess & High-Five to the Hero (Quarto)	150 students	200
December 2020: Virtual Well-Read Black Girl Book Club with Kaylynn Bayron & Lilliam Rivera featuring Cinderella is Dead & Never Look Back (Bloomsbury)	50 attendees	46
March 2021: Virtual Multi-School Visit with Ilyasah Shabazz featuring The Awakening of Malcolm X (Macmillan)	650+ students	650
June 2021: Virtual Author Panel featuring Miles Morales: Shock Waves with Justin A. Reynolds, Pablo Leon, Preeti Chhibber, and Kwame Mbalia (Scholastic)	100 attendees	273
October 2021: Boogie Down Storytime x Randall's Island with Author and Illustrator Yesenia Moises featuring Stella's Stellar Hair (Macmillan)	11 attendees	8
January 2022: Virtual Teen and Educator Discussion of Firekeeper's Daughter with author Angeline Boulley (Macmillan)	15 attendees	11

MARKETING

- Total mailing list of 3K+
- Segmented weekly newsletters sent to educators, customers, and storytime community
- Followers: Instagram 6K+, Facebook 800+, Twitter 700+
- Paid and organic posts on Instagram and Facebook
- Event promotion on Facebook and Eventbrite
- Recent press coverage includes: Shelf Awareness, Bookselling This Week, Publishers Weekly, News 12 the Bronx, BronxNet TV, The City, Pix11

