

# WHERE'S WALDO? ON MAIN STREET, USA IN JULY 2012



Sponsored by



“What could be more fun than finding Waldo—but finding Waldo at other local independent businesses in your community. **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 by putting the spotlight on local and indie!”

— **BECKY ANDERSON, PRESIDENT, AMERICAN BOOKSELLERS ASSOCIATION**

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CANDLEWICK PRESS

## ARE YOU LOOKING FOR A UNIQUE, ENERGIZING PROMOTION GUARANTEED TO:

- ♦ drive brand-new traffic to your store
- ♦ strengthen your alliances with businesses in your town and make you a hero with your local independent business association
- ♦ increase your sales while generating goodwill for your store in your community
- ♦ engage families (and visitors) as they learn more about local businesses and discover just how wonderful your town is
- ♦ and (most of all) be FUN to execute and put a great big grin on your customers' faces?

If you answered “yes” to any or all of these questions,  
then you’re invited to participate in . . .

## FIND WALDO LOCAL

a national “Shop Local” event brought to you by  
Candlewick Press and the American Booksellers Association

Waldo is officially marking his twenty-fifth anniversary in 2012.

A cornerstone of the anniversary celebration is to bolster the Shop Local movement and support independent booksellers with a unique promotional opportunity offered exclusively to ABA store members.

### What is **FIND WALDO LOCAL**?

It’s a month-long scavenger hunt for Waldo hosted by indie bookstores in all fifty states across the nation in July 2012. Spread the Shop Local message by livening up your downtown area with a community-wide activity to which everyone—kids, parents, and Waldo-lovers of all ages—is invited to participate.

### How does **FIND WALDO LOCAL** work?

On July 1, 2012, Waldo-spotters will set off on a hunt to find our elusive guy hidden in twenty business establishments in your downtown. Hundreds of eagle-eyed Waldo spotters will be eligible for prizes culminating on July 31 with a grand ceremony held at your store—with local press, your mayor, and/or other local officials on hand.



## TIMELINE

- ♦ **MARCH 1, 2012:** Deadline to sign your store up for **FIND WALDO LOCAL**.
- ♦ **MARCH 2012:** Send pitch letters to local businesses. Select 19 other businesses to participate.
- ♦ **APRIL 2012:** Your **FIND WALDO LOCAL** kit arrives. Begin customizing reproducibles with your store’s and participating business’s information. Finalize your prize list. (You’re encouraged to augment the prizes included in your kit with gift certificates to your store and to approach participating businesses for prizes as well).

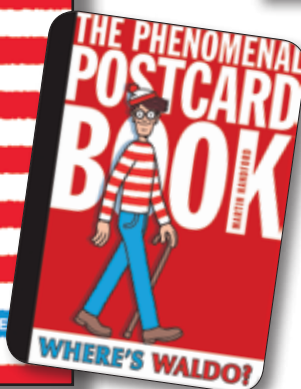
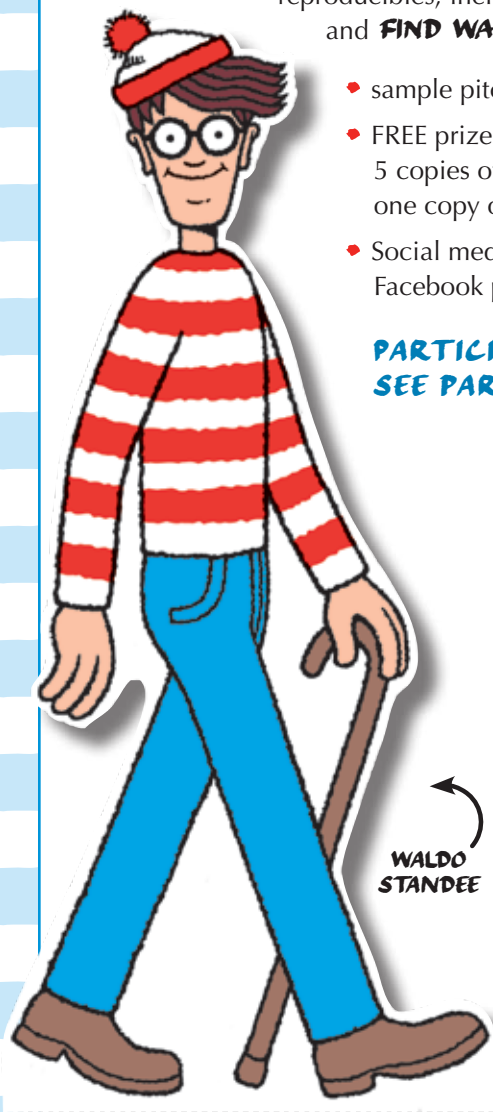
## HOW DOES MY STORE PARTICIPATE IN FIND WALDO LOCAL?

It couldn't be easier. Sign up by March 1, 2012 at [Indiebound.org/findwaldolocal](http://Indiebound.org/findwaldolocal). Candlewick will send you a free kit containing everything you need to launch your own **FIND WALDO LOCAL** celebration in your town.

Your kit will contain:

- ♦ a sturdy 40-inch Waldo standee
- ♦ 20 mini Waldo standees
- ♦ 20 Shop Local window clings
- ♦ 220 "I Found Waldo" cards
  - ♦ reproducibles, including "I Found Waldo" checklist, poster, bag stuffers, and **FIND WALDO LOCAL** logo
  - ♦ sample pitch letter and sample press release
  - ♦ FREE prizes for participants, including 100 "I Found Waldo" buttons, 5 copies of *Where's Waldo? The Phenomenal Postcard Book*, and one copy of *Where's Waldo? The Complete Collection* box set
  - ♦ Social media assets to rally your community, including sample Facebook posts and tweets

**PARTICIPATION IS CAPPED AT 250 STORES.  
SEE PARTICIPATION REQUIREMENTS ON BACK.**



**WHERE'S WALDO?  
THE COMPLETE  
COLLECTION  
&  
WHERE'S WALDO  
THE PHENOMENAL  
POSTCARD BOOK**

Illustrations © 1987–2012 by Martin Handford

♦ **MAY 2012:** Place your 40-copy supporting Waldo book order. Send out press releases to local media. Begin social media outreach with notices in your store newsletter, posts on your store's Facebook page, and tweets about **FIND WALDO LOCAL**.

♦ **JUNE 2012:** Distribute materials to participating local businesses. Put up your window display and/or in-store display. Send a staffer dressed as Waldo out into the streets to hand out flyers.

♦ **JULY 2012:** The fun begins! Waldo-spotters collect cards from the 20 participating businesses and return to your bookstore to collect prizes and shop for books. At the end of **FIND WALDO LOCAL** month, you'll host a celebratory event at the store with press coverage.



### Participating **FIND WALDO** bookstores agree to:

1. Order a minimum of 40 Waldo books from May 15, 2012, through July 31, 2012. Choose from 25 Waldo titles.
2. Create an in-store Waldo display and/or devote a store window to **FIND WALDO LOCAL** during the month of July 2012
3. Host a Waldo celebration event at your store sometime during July 2012

### Participating **FIND WALDO LOCAL** bookstores will receive from Candlewick:

1. Kit valued at \$120.00
2. A choice of either:
  - ♦ +6% discount and 90 days' dating on all Waldo books ordered from May 15, 2012, through July 31, 2012OR
  - ♦ 25% shared markdown on Waldo books sold from July 1, 2012, through July 31, 2012
3. Up to \$50 in additional co-op to promote your **FIND WALDO LOCAL** event

#### THANK YOU, EIGHT COUSINS

The inspiration for our nationwide **FIND WALDO LOCAL** event came from a promotion staged last August by Eight Cousins Bookstore in Falmouth, Massachusetts. When owner Carol Chittenden approached us with her idea for a "Where's Waldo? In Falmouth!" promotion, our ears immediately perked up. Most of the ideas in **FIND WALDO LOCAL** come from Carol's creative brainstorming, with a few refinements. This promotion has been test-driven by Eight Cousins, and we all benefit from their having worked out the kinks in advance.

"Where's Waldo? In Falmouth!" was such a success that by the end the month-long promotion, at least 500 children had been out hunting for Waldo in nearby shops, with more than 100 participants winning various prizes. Local businesses were so thrilled that they are asking Eight Cousins for a repeat performance.

Says Chittenden, "Waldo-spotting brought our community and local businesses closer together. It generated sales and lots of family fun. Positive feedback keeps rolling in from families, kids, and participating businesses. Where's Waldo? He's at the cash register!"

*"We were amazed at the number of new people who had never been in our store before. It definitely increased awareness of the businesses along Main Street."*

—Steve Vannerson, gourmet shop owner, Falmouth, MA

*"We need more events like this to get the kids out and about."*

—Scott True, gift store owner, Falmouth, MA



*"This event was great. I absolutely would do it again. It was a very creative idea."*

—Wendy Ghelfi, clothing store owner, Falmouth, MA