



For immediate release

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The Annual Bluffton Book Festival, Now In Its 2nd Year, Expands to Three Days

The Festival Will Kick Off With a Free Library Event on Thursday, November 16th; a VIP Fundraising Reception on Friday, November 17th, and the Free Public Outdoor Literary Festival on Saturday, November 18th

This Year's Literary Festival, Which Supports Literacy and Bookselling Non-Profit Organizations Will Feature More Than Fifty Authors

(Bluffton, SC – October 10, 2017) – Last year's [Bluffton Book Festival](#) tapped into a growing cultural necessity that many in the area felt was missing—a celebration of the literary community. The festival brought together writers from around the region, national bestselling authors, the book publishing & book selling communities, and book lovers from across the country. Rockelle Henderson, Founder of the Bluffton Book Festival, was pleasantly surprised by the outpouring of support and has decided to expand this year's event to run over the course of three days, which will allow her to spotlight the talent of twice as many authors than did appear last year.

The festivities kick off on Thursday, November 16th with a partnership with The Pat Conroy Literary Center to bring a lecture series inspired by the late iconic and celebrated writer to the Bluffton Library. On Friday, November 17th, the Bluffton Boundary and the Greater Bluffton Chamber of Commerce will host workshops for writers and readers. Also, on that Friday evening there will be a *VIP Meet The Authors Reception* sponsored by Outback Steakhouse® in Bluffton, held on their private terrace. Tickets for the VIP event are limited and will go on sale through CitySpin.com in mid October. All proceeds from the VIP event will go to charity. On Saturday, November 18th, the public is invited to come out from 10:00am to 4:00pm to Calhoun Street in Historic Old Town Bluffton to meet and hear from authors, and purchase signed copies of their books; to bring their children for story time and face painting; and enjoy food and wares from local and regional vendors. Those in attendance will also have the chance to participate in fun games and giveaways through various drawings.

Literary talent scheduled to appear at the 2nd annual Bluffton Book Festival include:

- *New York Times* bestselling authors Mary Kay Andrews, Mary Alice Monroe, Mary B. Morrison, Patti Callahan-Henry, and C.J. Lyons
- Local favorites Cassandra King Conroy, Bernie Schein, Ellen Malphrus, James McTeer
- And many more

A portion of the proceeds raised during the three-day event will benefit two non-profit organizations: The Book Industry Charitable Foundation (Binc) and The Literacy Center (TLC) in Bluffton and Hilton Head Island. With the help of TLC, thousands of adults and children have been equipped with reading and writing skills; and through Binc booksellers are provided with financial support for natural disasters, medical bills, and domestic violence situations among other needs.

For more information about the festival (#BBF2017), including how to become a sponsor, please visit www.blufftonbookfestival.com; or call 843-707-6409.

About the Charities

The Binc Foundation

The Book Industry Charitable Foundation is a 501(c)(3) nonprofit organization that coordinates charitable programs to strengthen the bookselling community. Established in 1996, the core program provides assistance to bookstore employees who have a demonstrated financial need arising from severe hardship and/or emergency circumstances. Since its inception, the organization has provided more than \$6 million in financial assistance and scholarships to more than 7,000 families. Support for the Foundation's programs and services come from all sectors of the book industry.

The Book Industry Charitable Foundation's mission is to strengthen the bookselling community through charitable programs that support employees and their families. The Foundation was imagined and built by booksellers and proudly continues to be their safety net. It is our vision to be a caring community of book people.

Additional information can be found at <http://www.bincfoundation.org>.

The Literacy Center

Our mission is to strengthen literacy in Beaufort County by providing people with the reading, writing, math and speaking skills to be successful in the community, workplace and family. We are proud to be Beaufort County's only nonprofit adult and family literacy organization, serving more than 600 students a year at eight sites. Established in 1973, TLC teaches Adult Literacy preparing students to get a G.E.D, Work Keys Certificate or become a citizen. The Family Literacy 360 program empowers families to break the intergenerational cycle of low literacy.

Additional information can be found at <http://theliteracycenter.org/>.