

# **Author Event Promotion Ideas**

The following are some proven ideas that will help promote Annie's visit. Building excitement and enthusiasm builds student's awareness and interest.

Note that the samples should be in color, but if your fax only prints in black and white they will come out that way. If you would like to have a color copy, we can email these to you as an attachment that can be viewed and printed out by Adobe Acrobat Reader.

## **FLYERS ANNOUNCING EVENT**

A combo flyer/preorder form can be distributed to every student in his or her weekly take home packs. See enclosed sample flyer or you are free to make your own.

## **POSTERS PROMOTING EVENT**

Enlarging the flyer at a copy center, (2 ft x 3 ft). Posters of the book's cover can be put up around school a week before my visit. (we have enclosed 2 copies of a sample poster that can be blown up), but you are free to make your own.

## **MYSTERY READER**

The week before Annie's visit, select a "Mystery Reader." Have the person you select read a page or two, of the first chapter of the book out loud each day over the PA system. Students will have the opportunity to guess who the Mystery Reader is by entering their name and guess on an entry form and turning it in to the librarian. The librarian will collect these entry forms for a drawing during Annie's Assembly. The first name drawn that has correctly guessed who the Mystery Reader is, will win a free book, t-shirt and poster. The first chapter of Annie's book can be downloaded from the [HeroicalHistoricals.com](http://HeroicalHistoricals.com) website by clicking under "Fun Stuff". The Mystery Reader can be someone from your school or can be a prominent person in the community. Examples would include your principal, a teacher, a janitor, a cafeteria worker, the receptionist, a secretary, the city Mayor, etc. Have Fun with this and shhhh, keep it a secret!!!!