



Fact Sheet

WNY Children's Book Expo (WNYCBE) November 4 - November 11, 2017

KidsLit Week 11/04/17 - 11/10/17 School and Community Center Author Visits

EXPO Saturday 11/11/17 - Buffalo Niagara Convention Center 11/11/17 • 10:00 a.m. - 3:00 p.m.

Admission & Parking

Admission is free for all ages. Activities target students pre-K thru middle school. Limited FREE parking is available at Fernbach Parking Ramp located, 200 Pearl Street, Buffalo, NY.

Event Summary *Six Days to EXPLORE the power of books*

WNY Children's Book EXPO is Buffalo's premier literary event for children. The event is composed of two parts: *KidsLit Week*, and *EXPO Saturday*. During *KidsLit Week*, 40 internationally acclaimed authors will visit area schools, libraries, museums and other cultural venues. The visits, scheduled Monday, 11/04/17 - Friday, 11/10/17, aim at inspiring a love of books in students grades pre-K through middle school. *EXPO Saturday* is a day-long dynamic showcase of new and beloved books written for kids. Here, local, national and international authors interact directly with children through readings, book-signings, presentations and demonstrations. In only its third year, the annual event has outgrown the exhibit space formerly provided by Kleinhans Music Hall. The coming EXPO will be held in the center city at Buffalo Niagara Convention Center. Nearly 4000 visitors are expected.

Founders

Kim Krug and Kathleen Skoog, Owners, Monkey See Monkey Do...Children's Bookstore.

Collaborators

Monkey See Monkey Do...Children's Bookstore, Read to Succeed Buffalo, and Medaille College.

Presenting Sponsors

BlueCross & BlueShield of Western New York.

Major Sponsors

The Buffalo News, Medaille College, Rich Products Corp., WGRZ, Buffalo Lodging Associates, Wegmans, Western New York Family Magazine, Northtown Automotive Companies, Lamar Advertising, Wm. D. Lorenz Construction, Inc., M&T Bank, BAV Services, Inc.

Grants: Garman Family Foundation.

Community Impact, Part 1:

KidsLit Week, Author Visits Outreach In 2016, 20,500 school students, teachers and administrators experienced direct author visits, and 40 Buffalo Public Schools "tuned-in" to a live-feed of featured presentations. This year outreach is expected to increase by 20%.

Community Impact, Part 2: Expo Day Attendance In 2016, 2,300 children and adults attended, an increase of 1500 visitors over 2015 totals. This year, more than 4,000 attendees are expected.

Organizational Support

A 12 member planning committee, and approximately 85 volunteers contributing nearly 2500 work-hours have donated their time and talents to making the WNYCBE a success.

Contacts: Kim Krug, Kathleen Skoog, Monkey See Monkey Do... Children's Bookstore, books@monkeysread.com • Anne Ryan, Executive Director, Read to Succeed Buffalo, RyanA@rtsb.org



Background (page 1 of 2)

The WNY Children's Book Expo (WNYCBE) was founded by Kim Krug and Kathleen Skoog, owners of *Monkey See, Monkey Do...Children's Bookstore*. Seed money for the expo came from a generous grant awarded Kim and Kathleen by internationally acclaimed author, James Patterson. With the grant, their expansive vision for a children's book expo began to take shape, and became reality in 2015. Since then, their expo has expanded to a full week of literary experiences for kids.

Now WNYCBE is composed of two large parts: the first is *KidsLit Week*, 6 days of school and community visits by authors brought to Buffalo exclusively for this event. Part two, is *EXPO Saturday*, an event filled with activities that give students pre-K through middle grades extraordinary opportunities to interact with the work and personalities of 40 authors and illustrators visiting here from around the globe. It is being held Saturday, November 11, 2017 at the *Buffalo Niagara Convention Center*, 10-3pm. Our theme for 2017 is: **EXPLORE**, fitting our goal of encouraging children and their families to *explore* books, *explore* authors and *explore* the wonder and magic of reading. Admission is free, and while activities are targeted to students grades pre-K thru middle, all are welcome.

To our knowledge, WNYCBE is the **ONLY** children's book event in the USA that celebrates childhood literacy by combining both school author visits (*KidsLit Week*) as well as a one-day exposition-type event. Last year, authors made 150 presentations at 46 WNY schools and touched 23,000 lives through school visits, screened presentations and those attending *EXPO Saturday*.

Our ambitions and scope are large, but we are not in this alone. The broad outreach of WNYCBE is made possible by our generous contributors, particularly our presenting sponsor BlueCross and BlueShield of WNY, and our collaborators since 2016, Read to Succeed Buffalo. We are most proud to be also partnering this year with Medaille College. Medaille's administration, faculty, staff and student body are significantly contributing to administrative, creative, organizational and community outreach components of WNYCBE. Each year, we grow in numbers of generous sponsors, participating schools, dedicated volunteers and community assets. We expect that growth to continue to put Buffalo at the forefront of creative ways to encourage kids to read and to fearlessly explore the world.



Background *(continued page 2 of 2)*

A second unique offering of WNYCBE '17 is targeted to teachers. We offer a 3-hour NYS-Approved *CTLE Workshop* during EXPO Saturday from 8-11am. This year, the workshop will open with a one hour presentation titled **EXPLORE Books in the Classroom!** The presentation will take the form of an open discussion lead by a panel of 17 authors. Another important addition to this year's Expo is the inclusion of students in Expo marketing. This past May, as part of national *Children's Book Week* we launched our first *Poster Art Contest* in which children throughout WNY were invited to create an illustration for our Expo Poster. The students were asked only to fit their art into a fixed size and to design it on our theme of **EXPLORE**. We received several entries from all over WNY including Silver Creek, Fredonia, Lancaster, Orchard Park and many surrounding communities. The WINNER was chosen by three of our professional Expo illustrators all of whom will be attending EXPO Saturday. The top five finalists will have a special reception at EXPO Saturday with some of our featured illustrators including award-winning illustrator, E.B. Lewis. All poster artwork will be displayed at the Expo in our KIDS SPOT and hopefully it will encourage even more student participation in 2018. The winning art, chosen at the end of the contest, is currently the centerpiece of our 2017 awareness poster.

A final point of interest: we are delighted to have THREE children authors -- ages 16, 14 and 10 -- among our EXPO Saturday exhibitors. Cecelia and Solomon Schmidt are from WNY, and between the two have written four books. Our youngest author, Muskan Virk, will be traveling from Vancouver, British Columbia. Muskan wrote her book, *365 Days of Gratitude*, when she was just 6 years old. Her book and her message are incredibly inspiring. She will be featured as one of our break-out authors for a presentation during the event.

Should you have any questions or want further details, feel free to email us. We cannot thank you enough for your interest and support in this community-wide literary event. Hope to see you at Expo!



Quotes

"To our knowledge, WNYCBE is the ONLY children's book event in the USA that celebrates children's literacy by combining both school author visits during KidsLit Week and a one-day exposition-type event. Last year, Expo authors made 150 presentations at 46 WNY schools. Through both school visits and Expo Day interactions, our authors touched 23,000 lives."

~ Kim Krug, Co-Founder, WNYCBE

"We know that by partnering with WNY schools/community centers we can and will continue to grow this program so that WNY will be on the forefront of innovative, creative ways of encouraging kids to dream big, be inspired by diverse award-winning children's authors, and to fearlessly explore the world."

~ Kathleen Skoog, Co-Founder, WNYCBE

"Medaille College is a proud Chapter One sponsor for the WNYCBE. We know that when the Buffalo community comes together we can achieve truly amazing results. We know that working to improve literacy is vital work to giving all children a chance to succeed. And when it comes to improving literacy, we know that the earlier we start, the better. The Children's Book Expo is a wonderful capstone event to a week of literacy awareness activities."

~ Dr. Kenneth M. Macur, President, Medaille College

"Read to Succeed Buffalo's vision is to transform educational outcomes for Buffalo's children through a community wide priority on literacy. One of the best ways to achieve this vision is by promoting excellent children's literature. We know that primetime TV has less challenging vocabulary than high quality children's books, so getting a book into the hands of a child can be a truly life-changing opportunity for them and their caregivers. Our goal in partnering with the WNY Children's Book Expo is to increase the number of economically disadvantaged children with access to an in-person author visit at their Buffalo elementary school and a trip to the Expo to get a quality children's book of their very own."

~ Anne Ryan, Executive Director, Read-to-Succeed Buffalo

"As a community-based health plan, BlueCross BlueShield is proud to support the Western New York Children's Book Expo for the third-year," said Julie R. Snyder, Vice President of Corporate Relations, BlueCross BlueShield of Western New York. "As our partnership grows each year, we continue to shape young healthy minds and ultimately the future of our community."

~Julie R. Snyder, Vice President, Corporate Relations, BlueCross BlueShield of WNY

Contacts: Kim Krug, Kathleen Skoog, Monkey See Monkey Do... Children's Bookstore, books@monkeysread.com • Anne Ryan, Executive Director, Read to Succeed Buffalo, RyanA@rtsb.org



WNYCBE Attending Authors 2017

Virginia Batchelor	Juana Medina
Dave Bauer	Kathryn Otoshi
Judy Bradbury	Molly O'Malley Pitman
Nick Bruel	James Preller
Marilyn Cappellino	James Ransome
Matt Chandler	Sherri Duskey Rinker
Lesla Cline-Ransome	Jennifer Hansen Rolli
Marcie Colleen	Dee Romito
Cynthia Cotten	Barney Saltzberg
Diane deGroat	Cecelia & Solomon Schmidt
Rachel DiNunzio	Dave Schwartz
Maria DiVencenzo	Lisa Scott
Heather Lynn Harris	Laurel Snyder
Laurie Jordan	Matt Tavares
Virginia Kroll	Peggy Thomas
Kevin Kurtz	Amy Ludwig VanDerwater
Elizabeth Leader	Muskan Virk
E.B. Lewis	Jennifer Ward
Christopher Lloyd	Salina Yoon
Stacey McAnulty	



WNYCBE Sponsors 2017

Presenting Sponsor:

BlueCross BlueShield of Western New York

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Mary and Stephen Sorrels
Roots of the Future Montessori
Hunt Real Estate
Eastern Hills Sunrise Rotary Club
Ohana100
Girl Scouts of Western New York
Anchor Bar, Main St. Buffalo
Spot Coffee, Delaware Ave., Buffalo
Stacey Pellicano

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Garman Family Foundation
administered by the Community
Foundation for Greater Buffalo

Contacts: Kim Krug, Kathleen Skoog, Monkey See Monkey Do... Children's Bookstore,
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School Districts, Charter Schools, Community Venues Participating in KidsLit Week.

School Districts

Akron Central School District
Batavia City School District
Buffalo Public School District
Cheektowaga-Sloan School District
Clarence Central School District
Depew Elementary School District
Diocese of Buffalo
Grand Island Central School District
Hamburg Central School District
Ken-Ton Central School District
Lancaster Central School District
Lewiston-Porter Central School District
Lockport Central School District
Maryvale School District
Niagara Falls School District
North Tonawanda School District
Sweet Home Central School District
West Seneca Central School District
Williamsville School District

Charter Schools

Aloma D. Johnson Charter School
Charter School of Applied Technology

Enterprise Charter
Tapestry Charter
West Buffalo Charter
Westminster Charter

Community Venues

Apple Store
Boys & Girls Clubs of the Northtowns
Buffalo & Erie County Public Libraries
Buffalo Historical Museum
CAO Head Start – Ferry Center
Castellani Art Museum
Delavan-Grider Community Center
Doodle Bugs
Jewish Community Centers
Medaille College
Monkey See, Monkey Do...
 Children's Bookstore
Sweet Charlottes
Wegmans, Amherst Street
YMCA Buffalo Niagara



WNYCBE Planners

Collaborators

Kim Krug, Owner, Monkey See Monkey Do... Children's Bookstore

Kathleen Skoog, Owner, Monkey See Monkey Do... Children's Bookstore

Anne Ryan, Executive Director, Read to Succeed Buffalo

Kenneth M. Macur, Ph.D, President, Medaille College

Pro-Bono Contributors

Judy Bradbury, Author/Literacy Consultant

Marilyn Cappellino, Public Relations Consultant/Author

Rachel DiNunzio, Author/Illustrator/Corporate Director of Education, Hunt Real Estate

Maria DiVencenzo, Author/Winterlake Publishing

Marti Gorman, Publisher, Buffalo Heritage Press/WNY PR

Peg Killion, Operations/Logistics Specialist

Stacey Pellicano, Educator

Mary Beth Scumaci, Medaille College, Clinical Associate Professor/WNYCBE

Jean Stewart, WNYCBE Volunteer/Ambassador

Betsy Sullivan, Community Volunteer