

Significant Results and a Positive Outcome **For the 3rd Edition Of *I'm Buying a New Brunswick Book Day!***

Moncton, November 16, 2022 - The 3rd edition of I'm Buying a New Brunswick Book Day took place last September 17. The initiative brought together some twenty organizations, around a dozen events and local authors, who met with the public all over the province. People went out, and supported the local book economy: independent bookstores and publishers recorded nearly \$10,000 in sales of New Brunswick books between September 1 and 17, representing more than 650 local books sold. The partner organizations are unanimous: the economic spin-offs and the influence on the cultural industry are positive. It is now an annual event expected to spotlight and uplift the New Brunswick book industry.

This year's event was preceded by a two-week campaign around New Brunswick's *Favourite NB Books*. Twenty local books, carried by twenty ambassadors such as Sheree Fitch, Marshall Button, Measha Brueggergosman-Lee, and Meredith J. Batt, were promoted on social media where they generated more than 35,000 views. The Acadian newspaper Acadie Nouvelle also ran a daily column featuring the selected titles. The *Favourite NB Books* introduced the public to a diverse local repertoire, and brought together the many collaborators of the initiative across the province.

In Sackville, Tidewater Books and Browsery owner Ellen Pickle noted a 29 % increase in traffic over last year in the week leading up to the event. Tidewater Books, one of the few Anglophone independent bookstores in New Brunswick, recorded that 33 % of the books sold on September 17 were local. "I was thrilled when I found out that my name was chosen for *I'm Buying a New Brunswick Book day* contest!," exclaimed Lisa Steeves, a long-time customer of Tidewater Books who won one of three *Favourite NB Books* gift baskets as a result of a purchase made at her signature bookstore. "This initiative has certainly opened my eyes to the wealth of literary talent that our province holds."

In New Brunswick's North West region, Campbellton's Flying Canoe Bookstore co-owner Nancy Power says she had a record number of visits: "We couldn't keep track of the number of people! Combining our three sales booths, we sold \$ 667 worth of books!" For this small independent storefront of new and used books, which sells and operates in both English and French, this kind of initiative is important to the community. At the Campbellton Fall Fair, Dalhousie author Marie-France Comeau presented her newest picturebook, *Un bisou coquelicot* (Bouton d'or Acadie, 2022), on the subject of Remembrance Day. Marie-France Comeau also offered a selection of books from

Bouton d'or Acadie, a Moncton publisher of over 25 years. Bouton d'or Acadie organized five events on September 17, including a presentation in Caraquet of a mobile application featuring children's literature.

Among the events organized in New Brunswick's rural communities were the seven activities of Festival Intervalles, set up in Caraquet's Quai des artistes on September 17 and 18. Despite the strong wind blowing on the coast, the activities, literary tours, workshops and signings, attracted about a hundred people. Organized by the Société culturelle Centr'Arts, in partnership with Pélagie bookstore and the Salon du livre de la Péninsule acadienne, these activities presented the works of authors such as Réjean Roy, Féélit Tout (Cindy Roy), and Jonathan Roy. The latter, who was Caraquet's artist in residence for the week, opened the doors of his creative universe to the public.

"Participants and visitors were very happy to discover the effervescence of the place," commented Isabelle Bonnin, co-owner of Pélagie bookstore, which has branches in Caraquet and Shippagan. In Caraquet, 61% of all book sales on September 17 were of New Brunswick books, a figure similar to previous years, although traffic was lower than the first edition of *I'm Buying a New Brunswick Book* day in September 2020.

There is still work to be done to mobilize rural communities around New Brunswick's literary scene, however, the partners agree that the impact of the event is encouraging, and they intend to continue the work next year. "New Brunswick readers have shown us that they care about local literature," said Ariane Savoie, Executive Director of the Frye Festival. "We will continue to cultivate this curiosity, to provide New Brunswick authors with greater visibility, and to increase the number of opportunities to meet with the public throughout the province."

The organizing committee is looking forward to the initiative's 4th edition in 2023.

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For more information:

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Media kit available [here](#).

Link to *I'm Buying a New Brunswick Book* day's web page:

<https://www.frye.ca/jauldnb-ibanbbd>