



Press Kit: 2021 South Main Book Company

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South Main Book Company has over **3000** ft² of retail space with mezzanine, outdoor patio, and basement seating areas for large or intimate literary and musical events.

Located in the heart of historic downtown Salisbury, NC, South Main Book Company provides a carefully-curated selection of locally authored titles, new books, literary memorabilia, and keepsakes.

Salisbury is home to several universities, an AMAZING symphony, several live theaters and a vibrant arts district. There are multiple opportunities to be involved in philanthropy here, including via the regional headquarters of Lutheran Services. Salisbury is the birthplace of Food Lion, Cheerwine, Elizabeth Dole, and Zion Williamson.

We promote events via:

Email List: 1500+ and growing
Website: SouthMainBookCompany.com
Facebook: 2,100+ followers
Instagram: 1,175+ followers
News Publications: The Salisbury Post
GoFundMe: \$8,000+ raised to promote anti-racism

Within 10 miles of:

4 Public High Schools
3 Private Schools
4 Colleges (Catawba, Livingstone, RCC, Hood Theological Seminary)

Drive Time from:

Concord: 30 minutes
Charlotte: 40 minutes
Winston-Salem: 45 minutes
Greensboro: 1 hour

Previous Events:

2020

Monthly local author signings with 40+ visitors in-store across multiple time slots and each with comparable in-store sales.

2019

300+ in attendance for John Hart (400-600 sales of The Hush) and Kristy Woodson Harvey (200-250 sales of The Southern Side of Paradise).

2017

We hosted Min Jin Lee and sold 200+ copies of her book, Pachinko.

