

The High Meadow Book Fair at Barnes & Noble took place on Sunday, Dec. 17<sup>th</sup>. It was well-attended, though it didn't seem quite as well-attended as last year, or perhaps there were fewer customers in the store in general. We had two authors read: Stephanie Spinner and Jennifer Castle. We had parent/student volunteers run a craft table for children, and a Teachers' Wish List table run by parent volunteers. Cheesecakes were also sold before and during the event by parent/student volunteers. And finally, we had a great open mic event with lots of student talent emceed by David Levine and Dean Jones. All involved put on a great performance! Store sales were \$5,232.09 and online sales were \$123.27. That means teachers will receive a Barnes & Noble gift card with \$1,061.71 on it. We also received approximately 50 books from the Teachers' Wish List (and a couple of book series with dozens of books) donated by parents to classrooms. We also collected \$21 in gift wrapping proceeds, done by parent volunteers. We did slightly more than half the sales as last year's December book fair, though almost doubled the sales of the first book fair held in April 2016. So December seems to be a good time to do the event. It's possible lower sales this year were due to the school being slightly smaller and also to Hanukkah being almost over, whereas last year, the event was timed perfectly for a week before Hanukkah. Or maybe there were other factors – perhaps fewer customers in general shopping at B&N? We also noticed that Barnes & Noble did not provide the event publicity it said it would (and has done in the past), which included radio interviews with authors, signs at the information desk and web site promotion of the author event. We're not sure why this didn't happen, but it may also have affected turnout/sales.

Store Sales: \$5232.09

Online Sales: \$123.27

Contribution: \$1061.71 Gift Card

\$21 in gift wrapping proceeds

37 books donated