



June 15, 2021

Sandy Rosenthal

Dear Sandy,

We are excited to announce that the **New Orleans Book Festival** will be held in partnership with Tulane University on its beautiful uptown campus on **October 21-23, 2021**. We would like to invite you to join us as a participating author at this exciting event.

In 2010, the inaugural New Orleans Book Festival was held at Latter Library as a free event for children and families to celebrate literacy. This festival grew over the years and, in 2015, expanded to include readers of all ages and moved to a larger venue near the Big Lake at City Park. In 2017, the New Orleans Book Festival officially commenced the city's Tricentennial celebration. At its height, the festival attracted over 80 authors and 5,000 attendees and distributed 50,000 books to the children of New Orleans.

The popularity and success of this one-day event has allowed the continuation of an expanded festival in partnership with Tulane. The expanded festival in 2021 will feature a multi-day literary celebration including prominent national authors participating in readings, moderated panel discussions and keynote lectures. We plan to engage the local community in many specially curated events that will elevate New Orleans as a convener of important literary works. We will also include a full day of programming geared specifically to New Orleans children and their families, to bring awareness and resources that will impact the advancement of literacy.

Books will be sold throughout the festival by the university bookstore, Barnes & Noble College, as well as by independent booksellers. Book signings will be scheduled after your presentation. There will be extensive promotion of the Festival in local, regional and national media, as well as on the Festival's active social medial platforms. Author information will also be prominently featured on our website.

We would be honored to count you among our festival authors in 2021. For additional information, please see attached or visit [bookfest.tulane.edu](http://bookfest.tulane.edu).

Thank you for considering our invitation to participate in the New Orleans Book Festival at Tulane University. If you have any questions or need additional information, please let us know.

Sincerely,

Cheryl Landrieu  
Co-Chair  
New Orleans Book Festival

Walter Isaacson  
Co-Chair  
New Orleans Book Festival