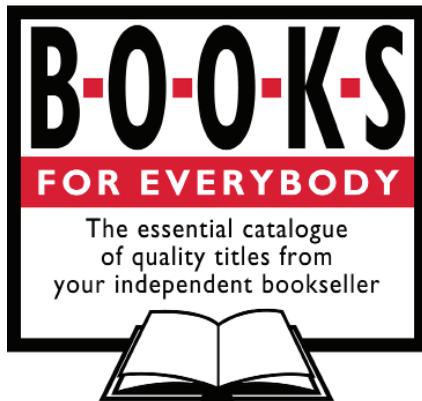


“**Bolen Books** is not afraid of trying something new and keeping up with what seems to be the next big thing in advertising and getting the word out to new and existing customers.



However, some things don't change. Some things are a staple for my business and my business would suffer without it. **Some things my customers ask for by name. Some things we call our own. Books For Everybody is that product for Bolen Books.**

We know when that catalogue arrives it is the start of our big season, and that the **best books my customers believe I have chosen just for them, are listed in the catalogue.** If your books are not in here they must not be important to my bookstore.”

Sincerely,

Samantha Bolen,

owner, **Bolen Books**, Victoria, BC

“At **Blue Heron Books** I need a great holiday guide to identify with my store—and **that gift guide is Books For Everybody.**

**BFE** is what we **actively promote** to our customers and our community; it fuels a lot of interest and fall shopping at the store. That the catalogue is for independents—with the input of booksellers across the country—reinforces its value for me.

We **need** our gift guide to represent the **best books of the season** across a wide range of topics, genres and publishers. With **BFE**, publishers can **reach many indie booksellers, our communities, and our book buyers.**”

Shelley Macbeth,

owner, **Blue Heron Books**, Uxbridge, ON



“Independent bookstores have connected me with communities at home and on the road through creative events, promotions, and general all round enthusiasm. Indies put my books in reader's hands. **Love them!**”

— Barbara Reid

#### Why we love BFE . . .

As independents we do an excellent job of connecting people with the right books. **Books For Everybody** provides **Booklore** with invaluable assistance by broadening the range of genres our customers are exposed to and highlighting the very best in each of those genres. It's a compact, easy-to-use and reliable resource that tames a sometimes dizzying array of choices. **It's no wonder customers start calling us in October to to ask if "that book catalogue" has come out yet because they don't want to miss it.**

Brenda Juno, manager, **BookLore**, Orangeville ON

“The annual **BOOKS FOR EVERYBODY** is by far my most effective marketing tool. Our shoppers come in clutching their catalogues filled with circled and highlighted titles. **BFE** targets actual book buyers, the many loyal customers of indie bookstores across Canada.”

Susan Chamberlain, owner, **The Book Keeper**, Sarnia, ON

“During the two most recent fall seasons we have found **BFE** to be **really good for sales! Customers have been coming in with titles circled** that their families have requested.”

**Hager Books**, Vancouver, BC