HarperCollins is extremely proud to publish Harper Lee’s newly discovered novel Go Set a Watchman on July 14, 2015. Its highly anticipated publication will be a historic literary event. We invite you and your customers to join us in celebrating Harper Lee’s two extraordinary novels this summer.

There’s been tremendous renewed interest in To Kill a Mockingbird since our announcement. Your store can be part of it by encouraging your customers to read or reread To Kill a Mockingbird and pre-order Go Set a Watchman.

Enclosed are merchandising items to help create excitement in your store:

• Go Set a Watchman buttons for store staff or to give to customers
• Bookmarks
• A poster and easel for in-store displays
• A discussion guide for To Kill a Mockingbird (also available at hc.com/gosetawatchman)

Host an Event or Party in Your Store:

You can plan an event in your store to celebrate To Kill a Mockingbird and Go Set a Watchman. Organize a “midnight event” on July 13th so your customers can be the first to turn the pages of the newly discovered novel or host an event any time that week to get in on the excitement.

Set the Stage:

• Play the film version of To Kill a Mockingbird or work with a local theater or library to screen the film. Gregory Peck’s Academy Award-winning performance as Atticus Finch is a classic in American film history. Visit Swank.com for public screening permissions.
• Sell copies of Go Set a Watchman and To Kill a Mockingbird at the screening. Or, if you do the screening prior to publication, take pre-orders for Go Set a Watchman.

Guest of Honor:

• Make it a community event by inviting a local author, teacher, librarian, or well-known resident to read from To Kill a Mockingbird and lead a discussion about it.

This event guide is also available at hc.com/gosetawatchman #GoSetAWatchman
Host an Event or Party in Your Store Continued:

Book Clubs:
- Reach out to book club members through your newsletter and social media and offer the discussion guide for *To Kill a Mockingbird*.
- Plan a raffle for all book clubs reading *To Kill a Mockingbird* in June and one for all book clubs reading *Go Set a Watchman* in July. A great prize could be a gift certificate that your customers can use for their next book club event.

Promotional Items:
- Use the buttons, bookmarks, poster, and easel to help create eye-catching displays.
- Make the discussion guide available in-store and link to it from your website or newsletter.

Bring the flavor of Maycomb to your event!
- Here are a few ideas for refreshments:
  - Southern Tea Cakes
  - Lemonade or Lemonade Sweet Tea
  - Crackling Bread Biscuits and Butter
- Visit the charming book blog Leafs and Leaves for these and other recipes: [http://bit.ly/1FUdjsV](http://bit.ly/1FUdjsV)

Thank you!

Thank you for being part of the celebration. We’d love to see photos of your displays and hear about your events. Please share them:
- #GoSetAWatchman
- harpermarketing@harpercollins.com
- Facebook.com/HarperLee
- Facebook.com/ToKillaMockingbirdBook

#GoSetAWatchman