

# JOIN THE CELEBRATION

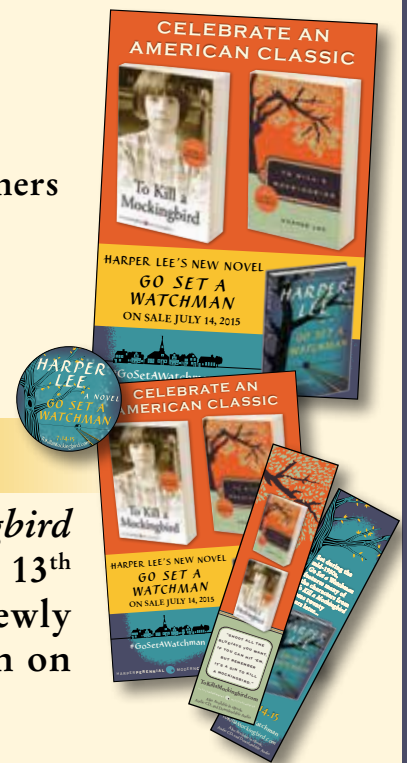
## PLAN A *To Kill a Mockingbird* / *Go Set a Watchman* EVENT

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](http://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 13<sup>th</sup> 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](http://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.

Continued...

This event guide is also available at [hc.com/gosetawatchman](http://hc.com/gosetawatchman)

#GoSetAWatchman

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## 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.

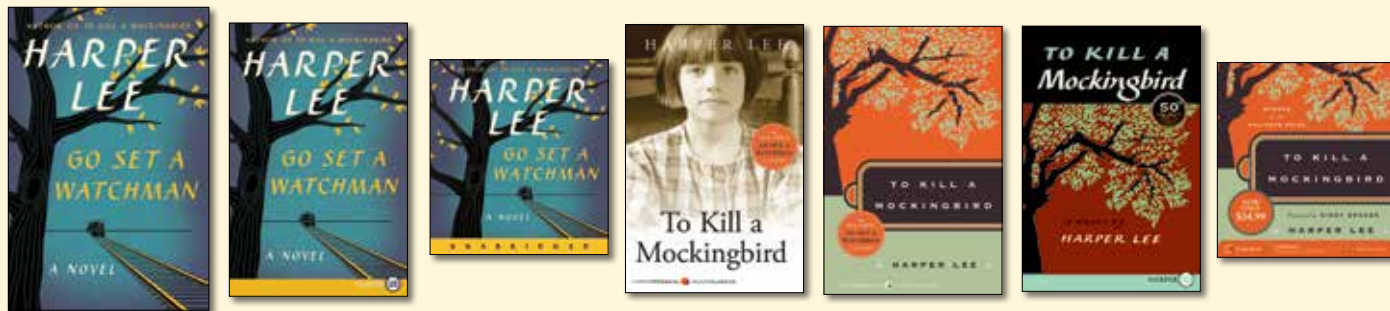
### Bring the flavor of Maycomb to your event!

- 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>

## 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](mailto:harpermarketing@harpercollins.com)
- [Facebook.com/HarperLee](https://www.facebook.com/HarperLee)
- [Facebook.com/ToKillaMockingbirdBook](https://www.facebook.com/ToKillaMockingbirdBook)



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