



## 57<sup>th</sup> Street Children's Book Fair

**CONTACT:** Keith Romero, Krome Communications  
(773) 512-4270, romero\_keith@yahoo.com

*For Immediate Release*

### **Chicago's Largest Independent Children's Book Fair Expects 10,000 Attendees at Highly Anticipated Family Event in Hyde Park, Sunday, September 28**

*From Mother Goose to VeggieTales, something for kids of all ages at 57<sup>th</sup> Street Children's Book Fair*

**CHICAGO, September 4, 2008** – Thousands of families from across Chicagoland will descend on Hyde Park for the 22<sup>nd</sup> Annual 57<sup>th</sup> Street Children's Book Fair, the largest independent children's book fair in the Midwest, on Sunday, September 28, from 1-6 p.m. According to organizers, this year's fair will attract upwards of 10,000 people for an afternoon of storytelling, music, dance and of course books – ranging from popular children's literature to rare and antiquarian offerings sure to delight nostalgic parents and adults.

The fair takes place on 57<sup>th</sup> Street between Dorchester and Kimbark Avenues and along Kimbark Avenue between 57<sup>th</sup> and 56<sup>th</sup> Streets, adjacent to the campus of the University of Chicago, one of the event's longtime major sponsors.

The fair kicks-off with a parade of classic and contemporary storybook characters led by none other than Mother Goose. New to the fair this year are characters from the popular qubo Channel children's program *VeggieTales*, whose films and Saturday morning TV show delight children of all ages. Children attending the fair will have an opportunity to take free photographs with the *VeggieTales* characters *Bob the Tomato* and *Larry the Cucumber* by visiting the **qubo Channel** Pavilion located next to the main stage at 57<sup>th</sup> and Kimbark.

“Each year the 57<sup>th</sup> Street Children's Book Fairs attracts more and more people,” said Rebecca Janowitz, the fair's founder. “What started as a small neighborhood festival has grown into a highly anticipated city-wide event that brings together people from diverse backgrounds to share their love of literacy and help spark young imaginations and creativity.”

Janowitz said that similar to last year, attendees will be able to participate in a wide variety of fun family activities provided by some of Chicago's most prestigious cultural institutions, including:

- The Museum of Science and Industry
- The Peggy Notebeart Nature Museum
- The Art Institute of Chicago
- and The Oriental Institute , among others

In addition to the University of Chicago, which has sponsored the book fair since its inception, other major sponsors include WMAQ-TV5, **qubo Channel** ([www.qubo.com](http://www.qubo.com)) and the Illinois Department of Commerce and Economic Development.

For more information on the 57<sup>th</sup> Street Children's Book Fair visit [www.57CBF.org](http://www.57CBF.org) or call 773 619-8371.

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