



GIANT NOISE SELECTED AS AGENCY OF RECORD FOR THE TEXAS BOOK FESTIVAL IN AUSTIN, TEXAS

Austin-based PR Agency to Represent the Acclaimed Literary Festival for 2016

AUSTIN, TX (April 15, 2016) – The **Texas Book Festival** is proud to announce that **Giant Noise**, an Austin-based, full-service public relations firm, has been selected as its **Public Relations Agency of Record**. The team at Giant Noise will help support Texas Book Festival in a variety of initiatives, including strategic planning, social media consulting, media relations, and event support.

A premier public relations firm specializing in lifestyle, entertainment, corporate, and media clients, Giant Noise will work with the Texas Book Festival to build upon their already strong relationships with Austin, Texas, and national media.

“We are very excited to be working with a firm that is at the nexus of so many vibrant cultural events and experiences,” says Lois Kim, Texas Book Festival’s executive director. “As the largest literary event in Texas, the Texas Book Festival Weekend gathers people from across the state to engage in great conversations with authors about a wide variety of topics. With Giant Noise’s position on the cultural and media forefront, we see terrific opportunities to reach new audiences and invite them to experience the Festival.”

Giant Noise will work with the Texas Book Festival on all aspects of the prestigious festival throughout the year, including the promotion of Reading Rock Stars, The TBF Youth Fiction Writing Contest, Texas Teen Book Festival, Texas Public Library Grants, and the Annual Texas Book Festival Weekend.

“My first job was in the PR department at HarperCollins Publishers and my love of books and book publishing runs deep,” says Elaine Garza, CEO and Owner of Giant Noise. “To have the opportunity as an agency to represent this amazing festival in my hometown is an honor for me and my entire team.”

With offices in Austin, New York, and San Antonio, Giant Noise boasts a roster of local and national clients, including the Historic Pearl, Fun Fun Fun Fest, Olamaie restaurant, The Paramount Theatre, Hotel Emma, South Congress Hotel, The Daily Dot, and more.

For more information on the Texas Book Festival, please visit www.texasbookfestival.org and follow along on Facebook, Twitter, and Instagram @texasbookfest. For more information on Giant Noise and all agency happenings, please visit www.giantnoise.com.

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ABOUT TEXAS BOOK FESTIVAL

The Texas Book Festival celebrates authors and their contributions to the culture of literacy, ideas, and imagination. Founded in 1995 by former First Lady Laura Bush, Mary Margaret Farabee, and a group of volunteers, the nonprofit Texas Book Festival promotes the joys of reading and writing through its annual Festival Weekend, the one-day Texas Teen Book Festival, the Reading Rock Stars program, grants to Texas libraries, youth fiction writing contest, and year-round literary programming. The Festival is held on the grounds of the Texas Capitol each fall and features more than 250 renowned authors, panels, book signings, live music, cooking demonstrations, and children's activities. Thanks to generous donors, sponsors, and 1,000 volunteers, the Festival remains free and open to the public. Visit www.texasbookfestival.org for more information, and join the conversation using the hashtag #txbookfest on Facebook, Twitter, and Instagram @texasbookfest.