



TEXAS
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Texas Book Festival announces new literary director

AUSTIN— The Texas Book Festival has named a new literary director. Julie Wernersbach, who served as marketing director of the largest independent bookstore in Texas for the past five years, will start her new job as the Festival's literary director later this month.

Wernersbach will be responsible for creating and implementing the TBF's year-round literary programming including the annual Festival, which is one of the largest and most prestigious book festivals in the country and is held each fall at the State Capitol in downtown Austin.

At BookPeople, Wernersbach plans more than 300 author events each year and oversees public relations, marketing, website, and social media strategies. Working closely with publishers, Wernersbach has planned events featuring Elvis Costello, Jimmy Carter, Jonathan Franzen, Isabel Allende, Stephen King, Donna Tartt, Lena Dunham, and many others.

Wernersbach was previously publicist and events coordinator for independent bookstore Book Revue in Huntington, NY. She has a bachelor's degree in English from Boston University. She also serves on the board of directors of the Mountains and Plains Independent Booksellers Association.

"Julie is a perfect fit for the position," says Lois Kim, the TBF executive director. "She's done large events and signings at the scale of what we have at the annual Festival. She has broad and deep knowledge about the publishing landscape nationally and in Texas.

She is an enthusiastic champion of authors, books, and literacy. We are thrilled to have her join the Texas Book Festival team.”

Festival Board Chair Marc Winkelman says, “We are so pleased to welcome Julie, and we know her experience and knowledge will be a huge asset. The Texas Book Festival celebrated its 20 year anniversary last year, and we’re leaning into the next 20 years with a great deal of ambition as we continue to expand our impact on literacy and literary culture throughout Texas.”

Wernersbach can soon be reached at julie@texasbookfestival.org.

The 21st Texas Book Festival will take place November 5-6, 2016. Book submissions are open until June 1.

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About the Texas Book Festival

The Texas Book Festival celebrates authors and their contributions to the culture of literacy, ideas, and imagination. Founded in 1995 by 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. www.texasbookfestival.org