



TEXAS BOOK FESTIVAL ANNOUNCES MARIANNE DELEÓN AS CEO

The Nonprofit Welcomes DeLeón, A Seasoned Social Entrepreneur, Effective Dec. 1

AUSTIN, TX (Dec. 1, 2023) — Texas Book Festival announced today that Marianne DeLeón will serve as CEO of the organization as it prepares efforts for 2024. The former chief revenue officer of Pease Park Conservancy will step into her role on December 1.

“I am delighted to introduce Marianne DeLeón, the newest member of the Texas Book Festival team,” says Gigi Edwards Bryant, Texas Book Festival board chair. “She will be joining us as chief executive officer, and the board couldn’t be more thrilled to have her on board. Marianne comes with a strong background in leadership, fundraising and relationship development.”

DeLeón has a longstanding commitment to nonprofit organizations and volunteerism, beginning her 20-plus-year career as a health education volunteer with the United States Peace Corps and most recently serving as chief revenue officer of Pease Park Conservancy. During her tenure at the conservancy, DeLeón helped lead the completion of a \$15 million capital campaign in 2020, overseeing organizational growth from a \$1.1 million budget and five staff members to a current \$2.8 million budget and 15 staff members. She did this while providing leadership in long-term vision creation, fundraising strategy, effective management of donor portfolios, coaching staff, and developing sustainable philanthropic campaigns.

At Texas Book Festival, the new CEO will lead efforts to ignite the passion for reading for all. This involves fostering connections between authors and readers, as well as creating enrichment experiences that celebrate the cultural significance of literacy, ideas and imagination as the organization gears up for the 2024 Festival.

“Becoming the CEO of the Texas Book Festival is an absolute honor,” DeLeón says. “It affords me the opportunity to lead a talented team that is dedicated to promoting literacy and uniting communities through the power of storytelling, values that resonate deeply with my own passions for literature and education.”

For more information, visit texasbookfestival.org and follow [@texasbookfest](https://www.instagram.com/texasbookfest) on Instagram for the latest updates.

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ABOUT TEXAS BOOK FESTIVAL

With a vision to inspire Texans of all ages to love reading, Texas Book Festival connects authors and readers through experiences that celebrate 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 Reading Rock Stars Title I elementary school program, the Real Reads Title I middle and high school program, grants to Texas libraries and year-round literary programming. This year's Texas Book Festival took place from Nov. 11-12 in downtown Austin and at the Texas Capitol, featuring renowned authors, panels, book signings and activities. Thanks to generous donors, sponsors and volunteers, the Festival remains free and open to the public. Learn more at texasbookfestival.org.