

# Writer's Block Bookstore

316 N. Park Ave.  
Winter Park, FL 32789

Winter Park FLORIDA Winter Garden

32 W. Plant St.  
Winter Garden, FL 34787

(407) 335-4192

## OUR STORE: WRITER'S BLOCK BOOKSTORE

Serving the Orlando area since 2014, Writer's Block Bookstore is Central Florida's full-service independent bookstore with locations in Winter Park and in Winter Garden.

Writer's Block commitment to literacy, reading, and community engagement for life-long learning is showcased through its events, book clubs, virtual book fairs, online Sunshine State and children book lists, and community partnerships.

A woman owned and operated small business, we specialize in new releases, New York Times bestsellers, and Indie Next picks. Our store hosts virtual and in-store author events with nationally-recognized authors and offer discounts for educators and loyalty club members.

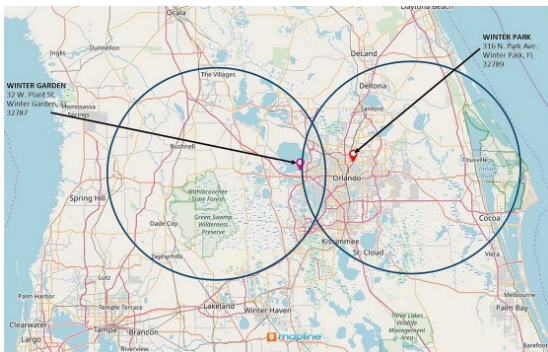
## NEIGHBORHOOD: WINTER PARK

Winter Park a city of 30,000 is an upscale neighborhood engulfed by five beautiful lakes that are attached by canals that flow through the neighborhood, called the Winter Park Chain. Shopping area with fine restaurants and upscale shops mixed with both major high end chains and local shops. The Family Median Income \$100,000.00.

- . 50% earn \$50,000.00 or higher
- . The median cost of home \$452,500
- . The median home age is 45 years old
- . 60% own homes
- . Over 55% of the home values are between \$200,000.00 and over \$1,000,000

## EDUCATIONAL OUTREACH & PARTNERSHIPS

- . Author Visits, book sales, in-store and online book fairs with local community partners
- . More than a dozen schools within a small radius of each location including public, private and charter schools.



Because we are in the center of the state, we reach event attendees within a 90 miles radius.

WE ARE A NEW YORK TIMES AND BOOKSCAN REPORTING STORE.



## NEIGHBORHOOD: WINTER GARDEN

Winter Garden is a city of 47,000 founded in 1903. Winter Garden has a "small-town" city feel with a big-time history. Development has added to the charm of this small town, recently, while still holding on to the heritage making Winter Garden what it is today. Built on the back of the citrus industry during the end of the 19th century, Winter Garden has consistently grown for over a hundred years. The family median income is \$80,000.00.

- . The median home age is 34 years old
- . The median cost of a home \$394,000.
- . 71% own homes
- . Median home prices are trending up 22.3% year-over-year

## OUR PROGRAM PARTNERS TO SERVE EVENTS AND LARGER VENUES:

We have relationships that enable us to have a venue of any size. Our partners include, but are not limited to: Orange County Library System | Winter Park Public Library | Winter Park Events Center | Center for Health & Wellbeing | Winter Park Institute | Jewish Community Centers | Quantum Leap Winery, | Winter Park Magazine | The Plaza Live Orlando | Orange County Public Schools

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## VIRTUAL EVENTS

Ticketing Platform is EventBrite. Event platforms we use are Zoom and Teams Meetings for virtual school visits.



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## OUR EVENTS & PROGRAMMING

The Winter Park store has over 15,000 new books housed in approx. 1300 sq. ft. with gifts. There is 300+ sq. ft. dedicated event space for all size events. We strive to provide unique event programming in our store and in the community.

- . In store small events up to 40 -60 people with AV capabilities.
- . Many of our events require RSVP and pre-order book purchase.
- . Successful multi classroom virtual and in-person author visits in the school district.
- . For larger book signings we partner with multiple venues holding up to 900+ guests.
- . Mobile bookstore option for larger conferences in the greater Orlando area.
- . Non-author events for adults and community.



## OUR OWNER



Lauren is the owner of the Writer's Block Bookstore, located in Winter Park and Winter Garden, Florida. Lauren has been a Winter Park local for almost 50 years. She is currently a Trustee of the Winter Park Library and served as a Trustee for the American Institute of Architecture Foundation for five years. In addition, she has currently taken on the position as president for the Winter Park Institute. She is an advocate for children and literacy and has devoted most of both her career and her nine years of owning a bookstore to advocating for reading as the foundation of learning.

## MUSEUMS IN WINTER PARK

- . The Charles Hosmer Morse Museum of American Art
- . Albin Polasek Museum and Sculpture Gardens
- . Casa Feliz Historic Home Museum
- . Charles Hosmer Morse Museum of American Art
- . Cornell Fine Arts Museum
- . Hannibal Square Heritage Center

Date	Author	Title	Publisher	Attendance	Location
2/28/2023	Steve Berry	The Last Kingdom	Hachette Group	120	Winter Park Library
1/19/2023	Douglas Preston & Lincoln Child	The Cabinet of Dr. Leng	Hachette Group	125	Winter Park Library
11/3/2022	TJ Klune	The House in the Cerulean Sea	Macmillan	300	Full Sail University
6/14/2022	Grant Hill	GAME	Penguin Random House	175	Center for Health & Wellbeing
5/8/2022	Jeffrey Eisner	The Simple Comforts	Hachette Group	125	Writer's Block Bookstore
5/23/2022	Jack Carr	In the Blood	Simon & Schuster	140	First Congregational Church
2/14/2022	Elin Hilderbrand	Golden Girl	Hachette Group	109	Winter Park Library
7/8/2021	Kristen Harmel	The Forest of Vanishing Stars	Simon & Schuster	100	Quantum Leap Winery
10/2/2020	Nicholas Sparks	The Return	Hachette Group	416	Writer's Block Bookstore

## OUR REACH

Our newsletter includes pre-order campaign's, for both online and in store. We offer 5 subscription boxes to choose from for adults and children. We offer nationwide shipping

Email: 9,500+  
Facebook: 5,600+  
Instagram: 7,500+  
Twitter: 1,900+

Events@WritersBlockBookstore.com

Info@WritersBlockBookstore.com