



Writer's Block Bookstore and Shalom Orlando, also known as The Roth Family Jewish Community Center of Greater Orlando, or Orlando JCC as it is locally known, have a long standing and successful partnership. Over it's 50 year history, the Orlando JCC has become a community hub for both Jewish and non-Jewish education and growth, as well as a leader in early childhood education, and cultural and literary programming.



ABOUT SHALOM ORLANDO

When we opened our doors in 1973, our goal was to “create a facility which will serve our entire Jewish community, our children and grandchildren.” Then, Orlando was home to approximately 1,300 Jewish families; today, there are over 25,500 Jewish households in the Orlando area. Just as in 1973, we continue to serve Jewish Orlando, and hope to do so for generations to come.



the literary spectrum.

Strength in numbers... Together, we developed a strong coalition with other JCC's throughout the states of Florida and Georgia, to produce world-class events and programming with local, national, and internationally recognized authors that span

JCC membership and all of our programming are open to the entire community—we welcome everyone, Jewish and non-Jewish. We strive to be a home for all regardless of race, ethnicity, religion, socioeconomic background, sexuality, and gender identity. With multiple event spaces to choose from, events include intimate gatherings in the lounge with less than 50 attendees, comfortable group gathering in the Holocaust Museum for up to 100 guests, and the auditorium which can hold up to 250 guests.

AUTHOR EVENT FORMAT AND MARKETING

We can host a ticketed event, where the guests ticket covers entrance, a signed copy of the authors book as well as a drink ticket to be redeemed at Quantum Leap Winery that evening. Customers will RSVP through Eventbrite to register. On the occasion where the book has already come out, we can make sure that Attendees will have the chance to read the book before the event so they will be able to ask questions about the book. There will be a prepared moderator should the author choose.



We put a great deal of time and attention into the social media universe because we know that increasing our presence online is critical to expanding our exposure to customers and readers. With our active website, social media and marketing presence, along with an event staff that utilizes all social media outlets regularly to launch digital campaigns. We send out press releases to our well curated media list and follow-up with targeted outlets. Monthly, we send out digital newsletter to almost 10,000 subscribers. We pre-sale and promote all our events on our website. We enable paid FB & Instagram ads and blogger outreach.