

# Festival Partners

The Tucson Festival of Books is fortunate to have the support of two of the city's leading institutions among its co-founders. The partnership with these iconic community-focused organizations furthers the mission of TFoB to celebrate literature and support efforts to improve literacy rates.



The University of Arizona, the state's super land-grant university with two medical schools, produces graduates who are real-world ready, through its 100% engagement initiative. Recognized as a global leader for the employability of its graduates, UA is also a leader in research, bringing more than \$580 million in research investment each year, ranking 19 among all public universities. UA is advancing the frontiers of interdisciplinary scholarship and entrepreneurial partnerships, and is a member of the Association of American Universities, the 62 leading public and private research universities. It benefits the state with an estimated economic impact of \$8.3 billion annually.

The University of Arizona is one of the nation's leading producers of Fulbright scholars, and 14 of its graduate programs rank among the top 20 in the nation, according to U.S. News and World Report. With more than 40,000 students, the university's diverse campus represents every state in the nation and more than 100 countries. The university is at the forefront of interdisciplinary scholarship, and it creates entrepreneurial partnerships with businesses, community groups and governments.

The University of Arizona partnership with the Tucson Festival of Books comprises the single-largest special event hosted on the campus and directly supports the university's mission to educate the citizenry of Arizona.

[www.arizona.edu](http://www.arizona.edu)



Founded in 1877, the Arizona Daily Star has been an industry leader in journalistic excellence and digital internet innovation. It is among one of the most honored media organizations in the Southwest:

- Winner of the Pulitzer Prize
- National "Newspaper of the Year" three times by Local Media Association, one of North America's largest news media trade associations
- Named Arizona's top daily newspaper three times by the Arizona Newspaper Association
- Twice named "One of 10 Newspapers That Do It Right," by Editor & Publisher magazine

### The Star's mission statement includes these guiding principles:

- An essential part of our readers' daily lives, empowering our community as the premier provider of news and information for and about Greater Tucson.
- Connected and involved, conveying a dogged pursuit for the truth, a passion for gathering local news and opinion, and a strong sense of place.
- Publish the highest quality, most trusted and most relevant local and regional content in a timely way that builds community, supports local business, and celebrates diversity of opinions.

The Daily Star has the largest news and advertising staffs in southern Arizona. It supports local community events, the largest of which is the Tucson Festival of Books as a co-founder and title sponsor.

[www.tucson.com](http://www.tucson.com)

# History of the Festival

The Tucson Festival of Books is a community-wide celebration of literature. Offered free-of-charge, the Festival exists to improve literacy rates among children and adults. All proceeds from the Festival support local literacy programs.

## FOUNDERS:

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Five Founders established the TfoB as a non-profit organization dedicated to funding literacy advancement in Southern Arizona.

**Bruce Beach**, Chairman & CEO – BeachFleischman PC

**Bill Viner**, CEO – Pepper Viner Homes

**Frank Farias**, Associate Vice President for Student Affairs – University of Arizona (retired)

**Brenda Viner**, Community Volunteer & Philanthropist

**John M. Humenik**, Vice President of News, Lee Enterprises, Inc.

## CIVIC ENGAGEMENT:

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- Steering committee plans, implements and manages all aspects of Festival operations
- Volunteers staff over 2,000 positions during Festival weekend
- Moderators guide panel presentations and interview authors
- Sponsors ensure that the Festival is offered at no-charge to the public
- Individuals become 'Friends' to support Festival programming
- Engaged and thoughtful audiences speak volumes about the quality of life and civil discourse in Tucson

## FESTIVAL HIGHLIGHTS:

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- Children's authors and activities are a popular feature at each Festival; free books are given away to youth of all ages
- The Pima County Public Library is a guiding partner on the author committee and coordinates the Nuestras Raices Tent (celebrating Hispanic writers and culture)
- Exhibitors, food vendors and entertainment stages contribute to the festive atmosphere of the weekend

**2009** (attendance – 50,000)

- The Tucson Festival of Books makes its debut on the campus of the University of Arizona
- Tents line the UA Mall from Old Main to Cherry Avenue

**2010** (attendance – 80,000)

- Culinary Stage is added to offer a venue for food-related authors
- LindleyLopez Literary Circus performs for the first time

**2011** (attendance – 100,000)

- Inaugural Founders Award – **Elmore Leonard** honored
- Science Pavilion is added to Festival and expands footprint of event to the east side of Cherry Avenue

**2012** (attendance – 120,000)

- Science City becomes a destination focused on STEM literacy
- Founders Award given to **Larry McMurtry** and **Diana Ossana**

**2013** (attendance – 120,000)

- Literary Awards and Master's Workshop introduced
- **RL Stine** becomes first Children's Author to receive Founders Award

**2014** (attendance – 130,000)

- University of Arizona alumnus **Richard Russo** receives Founders Award
- Native American Pavilion and Nuestras Raices Tent offer culturally diverse programs

**2015** (attendance – 130,000)

- The Rock Bottom Reminders - **Mitch Albom, Dave Barry, Sam Barry, Greg Isles, Ridley Pearson, Amy Tan and Scott Turow** - perform a benefit concert to kick-off the Festival and are recognized with the Founders Award
- Free tickets offered for large venues
- The Nation Magazine celebrates its 150th Anniversary with a stop at the Tucson Festival of Books

The Festival is much more than a celebration of reading. . .its a free family weekend that celebrates community and diversity.

*Words and imagination truly come to life at the Tucson Festival of Books*