

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.



At the University of Arizona, we see opportunities where others see obstacles. Our curiosity drives us to touch asteroids and find new ways of knowing. We embrace unprecedented challenges, like feeding a world population of nine billion and ensuring water security around the globe. With 43,000 students, \$600 million in research investment per year, and not one, but two medical schools, we forge pathways to discoveries that would otherwise be impossible. The world looks to the UA for solutions because we not only have the power to make a difference, but we believe it is also our duty and privilege to do so.

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



Founded in 1877, the Arizona Daily Star is an industry leader in journalistic excellence and digital innovation. It is among 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
- Winner of American Society of News Editors' Diversity in Journalism Award

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.

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. Proceeds that remain after festival expenses have been paid are contributed to local literacy programs.

FOUNDERS:

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:

- 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
- Cumulative donation to literacy organizations from 2009-2016 equals \$1,455,000 (distributed equally to Literacy Connects, Reading Seed and University of Arizona Literacy Outreach Programs)

FESTIVAL HIGHLIGHTS:

- 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 / donation to literacy \$125,000)

- 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 / donation to literacy \$175,000)

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

2011 (attendance 100,000 / donation to literacy \$200,000)

- 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 / donation to literacy \$200,000)

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

2013 (attendance 120,000 / donation to literacy \$200,000)

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

2014 (attendance 130,000 / donation to literacy \$150,000)

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

2015 (attendance 130,000 / donation to literacy \$210,000)

- The Rock Bottom Remainers - **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

2016 (attendance 135,000 / donation to literacy \$195,000)

- Local author **J.A. Jance** given Founders Award
- Shakespeare's First Folio! creates "much ado" throughout Festival programming
- The "Hot Off The Press" book launch party attracts 300 Friends

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

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