



One More Page Books

2200 N. Westmoreland Street, Arlington, VA 22213
703-300-9746 www.onemorepagebooks.com
Opened January 2011

One More Page Books is an independent bookstore in Arlington - Falls Church, immediately outside of Washington, DC. We provide a place for our community to come together to share a love of reading and books through author talks, book clubs, wine and chocolate tastings and conversation. In addition to a curated selection of books for adults and children, we offer wine, beer and artisanal chocolate. **One More Page engages with the community where they are – whether in the store or beyond our walls.**

Engage and Connect

- 75-100 author events annually
- 8 Book Clubs
- Monthly beer, wine and chocolate tastings
- Waterbear Literary Series for Local Writers



Inside the Store

- 1,500 square feet
- Flexible store layout with mobile fixtures allow different event set-ups from intimate to wide open.
- Capacity up to 75 people
- On-site parking and street parking
- Restaurants next door and immediately across the street



...and Nearby Venues

- [Arlington Central Library](#) with capacity of 150 – 200
- [McLean Alden Theatre](#) with capacity of 350
- [State Theatre](#) with capacity up to 500
- [Northern VA Community College](#) Ernst Theater with capacity up to 520

We support offsite events initiated by publishers, authors or organizations at venues ranging from Georgetown University to farmers' markets to a local brewery.

One More Page has received a steady stream of publicity since opening in January 2011:

- [President Obama and his daughters](#) visited One More Page for Small Business Saturday in Nov 2012 which generated international attention
- Featured articles in **The Washington Post**, **Northern Virginia Magazine**, **Arlington Magazine** and **Voice of America**.
- OMP on local NPR radio show ([The Kojo Nnamdi Show](#)) to discuss book recommendations.
- In 2014, created [NoVa TEEN Book Festival](#) for Young Adult readers. Conducted in partnership with Arlington and Fairfax County Libraries, George Mason University Fall for the Book and Falls Church City Schools
 - Over 300 attendees, 20 authors and visits to 9 local high schools in first year
 - Second annual NoVa TEEN Book Festival is March 7, 2015

Contact Information

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Location and Convenience

One More Page is located in Arlington, VA, just minutes outside of Washington, DC. The store is within walking distance of the East Falls Church Metro stop.

The Metro also allows easy transport from Washington National Airport (10 miles) and Union Train Station (12 miles). Dulles International Airport (19 miles) can also be directly accessed by I-267 / I-66. In the future, the metro will run from Dulles Airport to East Falls Church.

One More Page is one block off Interstate I-66 and less than 3 miles from I-495.

Educator Partnerships	Community and Trade Partnerships
<ul style="list-style-type: none"> • Staff member devoted to School and Library programs • Sponsor author visits at local elementary, middle and high schools • Support writing and poetry contests • Conduct Annual Educator Appreciation Nights • Maintain specialized email list of educators and librarians • Facilitate special and bulk book orders for educational programs, including One Book initiatives • Recipient of 2014 Business Honor Roll from Virginia School Boards Association 	<ul style="list-style-type: none"> • Member of NAIBA and ABA • Partner with Fairfax and Arlington County Library systems and Friends of the Library organizations • Participant in Falls Church City Public Schools Business in Education Partnership Program • Arlington Small Business Day "Shop Like You Mean It" • American Express Small Business Saturday • Falls Church Little City Shop Hop • Arlington Women Entrepreneurs • Business to Business programs • Event location for George Mason University Fall for the Book Program

Recognition

- **Amex Small Business Member Favorite**
- **"Best Shopping"** list for Arlington County in **Northern Virginia Magazine**
- List of best bookstores by **Washingtonian Magazine** (June 2013 issue) and the **Washington City Paper**
- **Best of Arlington 2013-14**

Our Community at a Glance

Densely populated area with affluent, well-educated residents.

- Estimated population within 3 mile radius: 169K
- Estimated median household income: \$104K
- Education level: > 65% have Bachelor's degree or higher
- Eight elementary schools within 5 miles of the store as well as several middle schools, high schools and universities, including George Mason University, Marymount University, satellite campuses for Virginia Tech and the University of Virginia.





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Event Highlights in 2014

Author	Title	Publisher	Attendance	Sales	Date
Geoff Rodkey School Visits	Multiple	G.P. Putnam's Sons	7 schools	461 books	March-April 2014
Nick Galifianakis, David Apatoff	The Art of Richard Thompson	Simon & Schuster	160 Offsite	165 (incl. online orders)	12/6/2014
Kris Paronto	13 Hours	Twelve	200	148 books	10/28/2014
Cece Bell	El Deafo	Harry N. Abrams	55 in store + school visits	124 books	9/23-24/2014
Raina Telgemeier and Dave Roman	Sisters/Smile Astronaut Academy	GRAPHIX and First Second	60 in store + school visits	146 books	9/15/2014
Charlie Clark	Arlington County Chronicles	The History Press	100 Offsite + in store	110 books	9/17/2014
NoVa Teen 2014	Multiple	Multiple	300+ Offsite	355 books	3/8/2014
Anna Whiston-Donaldson	Rare Bird	Convergent Books	40 in store + offsite	88 books	Sept 2014
Maggie Stiefvater	Raven Boys series	Scholastic	65 in store	110 books	10/25/2014
Chris Guillebeau	Happiness of Pursuit	Harmony	65 in store	25 (sold out)	9/10/2014
ICPA Conference	Multiple	Multiple	Offsite	590 books	11/13-15/14

Event Promotion and Outreach Activities

One More Page events are frequently included in The Washington Post literary calendar as well as local press. Upcoming activities are promoted via:

- Monthly press release to more than fifteen local papers and magazines, including The Washington Post, Connection Newspapers, Falls Church News Press, Washington City Paper, Arlington Magazine, Northern Virginia Magazine and more
- Weekly e-newsletter of upcoming events – over 2500 opt-in recipients
- Feature on [OMP home page](#)
- Facebook page: [One More Page Books & More](#) – 1,800 likes and growing
- Twitter: [@justonemorepage](#) – 1,875 followers and growing
- Tumblr: <http://onemorepagebooks.tumblr.com/>
- Instagram
- Pinterest: [One More Page Books](#) – 100 followers and growing
- In-store signage
- In-store printed calendars
- Sandwich board on sidewalk
- Electronic message board
- Local online bulletin boards, like Patch, The Washington Post Going Out Guide, Falls Church Common Place and Washingtonian magazine
- Personalized emails and distribution of flyers to selected venues when applicable