



City of Asylum Books @ Alphabet City
40 W. North Avenue
Pittsburgh, PA 15212
www.cityofasylumbooks.org
Contact: Lesley Rains, Manager
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WHO WE ARE

CITY OF ASYLUM BOOKS @ Alphabet City is a mission-driven, independent bookstore that **specializes in works in translation and world literature**. We are a destination for **the socially- and culturally-aware**.

We opened in January 2017 as a project of City of Asylum Pittsburgh, which was founded in 2004 to provide sanctuary to artist and writers from around the world exiled under threat of persecution.

We are located in Alphabet City, which is the permanent home for City of Asylum programming and the arts. City of Asylum @ Alphabet City is also home to **Casellula Wine & Cheese Cafe of New York**, a highly-rated wine and cheese restaurant.

We have **private meeting rooms for groups of 10 – 40 and can host up to 200 in our main space**. Alphabet City not only has standard Wifi and audio-visual capacity, we are equipped with state-of-the-art webcasting (and receiving) equipment and bandwidth.

WHERE WE ARE LOCATED

- We are located in the heart of Pittsburgh, minutes from downtown, on the city's North Side.
- The North Side is a **diverse, cultured residential neighborhood** with two thriving business districts. The neighborhood also boasts: three elementary schools, a hospital, numerous restaurants, and several hotels and inns.
- Additionally, **City of Asylum owns several houses that can accommodate visitors for brief or extended stays**.
- Our location provides easy access from the airport and bus terminal.

HOW WE CONNECT

City of Asylum Books

Mailchimp newsletter: 6000 subscribers, emailed weekly
Facebook: City of Asylum Books @ Alphabet City: daily posts to 938 followers
Twitter: @CityofAsylumBks: daily tweets to 50 followers
Instagram: @cityofasylumbooks daily posts to 400 followers
Promoted on shelf talkers and in-store displays

City of Asylum Pittsburgh

Mailchimp newsletter emailed daily to 6000 followers
Facebook: daily posts to 6,610 followers
Twitter: daily posts to 1,847 followers
Website: www.alphabetscity.org

PRESS COVERAGE

We have been featured in local and national general and publishing industry news outlets:

Pittsburgh Post-Gazette, Pittsburgh Tribune Review, Pittsburgh City Paper, Publisher's Weekly, Words Without Borders, Shelf Awareness, Nonprofit Quarterly, 90.5 WESA

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EVENTS GRID

DATE	AUTHOR	TITLE	PUBLISHER	ATTENDANCE	SALES
10/15/16	Idra Novey	Ways to Disappear	Little, Brown and Company	42	10
11/8/16	Mary Gaitskill	The Mare	Vintage	35	10
2/26/17	Derek Palacio	The Mortifications	Tim Duggan Books	32	10
2/1/17	Ethan Michaeli	The Defender	HMH	30	10
2/16/17	Maaza Mengeste	Beneath the Lion's Gaze	WW Norton	45	12
2/16/17	Geeta Kothari	I Brake for Moose	Braddock Avenue Books	45	13
Weekly kids' story hour				6-12 kids	

Due to the fact that we have only been open two months, we are not yet a New York Times or ABA reporting bookstore. We aim to become one as soon as we are able, in June 2017.



Figure 1: View of bookstore from performance space



Figure 2: Performance by Colombian storyteller 123Andres



Figure 3: View of performance space from Casellula, a wine and cheese bar / restaurant



Figure 4: A selection of our translation titles

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