

Come explore a whole world of reading for children!

BOOKTENDERS' Secret Garden

Children's Bookstore & Gallery

Since 1983

42 E. State Street, Rear

215-348-7160

booktendersdoylestown.com



Original Artwork by
Children's Illustrators



Booktenders' Secret Garden Children's Bookstore & Gallery is an independently owned, full service children's bookstore specializing in providing quality literature & programs to infants to age 13.

Ellen Mager, the full-time owner and a former teacher, is known for having a knack of picking the "perfect" book for each child. Celebrating her 34th year in Children's Bookselling, it is the oldest Children's Only Bookstore in the Tri-State area.

Located in Doylestown, PA, customers are treated to a discount book club, special events, visits from celebrated authors and illustrators, and Children's Days. It stocks plush storybook characters, finger and hand puppets and more book related sidelines.

Their newest addition is an art gallery specializing in the sale of original art and collectable prints by noted children's book illustrators.



A one-of-a-kind "Wall of Fame" featuring the autographs, drawings, & personal notes from more than 200 celebrated authors & illustrators such as J.K. Rowling, Eric Carle., Lloyd Alexander, Patricia Polacco, Marc Brown, Brian Selznick & more, gives an additional excitement to this 900 square foot location. The biggest asset of Booktenders' is our commitment to personal service and the expertise of Ellen & her staff.



Location: Doylestown is known for its historic buildings and its 3 museums. Many famous writers and musicians have lived here and Doylestown prides itself on being a center for the arts. In general, it is a walking shopping district with many independent businesses making their location here.

Ellen is very active in the community serving on the board of the Business & Community Alliance, the Chamber Women in Business Committee and volunteering with non-profits. **Ellen has been a Professional Development Presenter (26 years) at Frostburg University Children's Literature Festival giving Children's Literature teacher workshops.** She also gives these locally to parents, teachers Special Children's Programs in the store and the community.

She has implemented a School Adoption Program with a N. Phila 5th-8th grade school & a 3th-8th combined Elementary & Middle School in Hazelton. This involved collecting donations of books, from customers, matching needed topics as well as giving publishers galleys and F & G's to make a needed library collection.

The store's Social Media includes our 500 family Newsletter, our Face book page, our web site, on line newspapers & listings and press releases to the Dailey Intelligencer and weekly Bucks County Herald.

Population: 8,337

School District: Central Bucks School District with 15 elementary schools, 5 Middle & 3 High Schools

University: Delaware Valley University

Demographics: Young families who moved in for the reputation of the school district executives & 55 & older residents

We are located 27 miles north of Philadelphia and 80 miles south of New York City, a 2 hour drive or bus from Doylestown & train stations of Hamilton or Princeton)

We are reporting sales to ABA & new to New York Times.

Publisher sent: Dinner with teachers & librarians (set by owner) & store signing /school visits set by owner

Author/Illustrator	Publisher	Bks Sold	Attendance	Other Information
ROBERT SABUDA <i>Little Mermaid</i>	Simon & Schuster	230	50 people	Store & Preorders (no school visits)
PAM MUNOZ RYAN ECHO	Scholastic	60	2 school visits 5 th & 6 th Graders	300 students
TOM ANGLEBERGER <i>Princess Labelmaker</i>	Abrams	144 schl 52 store	2 school visits 35 people & pre-order	150 students
JEFF KINNEY <i>Wimpy Kid</i>	Abrams	330	3 schools 4 rd & 5 th graders	275 students (2 schools bussed in)
NANCY KRULIK <i>Magic Bone</i>	Penguin	275 (ppr)	3 schools 1 st thru 3rd graders	600 students (hosted dinner with librarians & teachers)
MAC BARNETT <i>Terrible Two Series</i>	Abrams	150	3 School visits 3 rd & 4 th grade	450 students (one month's notice including holiday vacation)

Fundraisers

Author/Illustrator	Publisher	Bks Sold	Attendance	Other Information
Robin Preiss Glasser	Harper	310bks 400kids School	50 people 104bks Fundraiser	Publisher sent, 2 school visits, evening fundraiser for Kid's Castle
Brian Selznick	Scholastic	150	130	Publisher sent, evening fundraiser for Mercer Museum
Elin Hilderbrand <i>SILVER GIRL (Adult)</i>	Penguin	65	50 (Hard)	Fundraiser for Central Bucks Chamber of Commerce Woman in Business Scholarship Fund at Aldie Mansion (arranged by owner)
Meg Donohue <i>How to Eat a Cupcake (Adult book)</i>	Harper	70 (paper)	35 (+ pre- orders)	At the Fire House for the food pantry Partnered with Lucky Cupcake. Children decorated cupcakes and sold them

Authors/Illustrators in Schools (arranged and coordinated by owner 30 visits per year) 2-5 day tours & single

Author/Illustrator	Publisher	Books Sold	Attendance	Other Information	
Eric Kimmel	Many...	530 H & Ppr	Full school	5 elementary schools & store vis	
Brian Floca	Simon & Schuster	284 (Hard)	Full school	5 elementary schools & store vis	
Brian Lies	Houghton	93 P 160 H	K -6 grades	2 elementary school & store vis	
Chris Grabenstein (librarians set)	Random/Hachette	580 H & P	4 th – 6 th	6 elementary schools +store vis	
Maureen Sherry Walls Within Walls at 3 schools & 3 bussed in	Harper	100 Hrdback	6 th graders from 6 schl	Owner designed	Students blogged about the clues
Ted & Betsy Lewin (Travel Assembly)	Roaring Brook & Lee & Low	40 Hardback 60 pprback	5 th & 6 th grader/3 sch	Owner designed	3 school assembly Hosted dinner with teachers & librarians

Yearly (Not Fundraisers) Partnerships involving Authors & Illustrator.

Financial Need School: (Agreed upon Honorariums to fit grant & extra discount on books)

1. JUDY SCHACHNER 2014 (81 paperback)
 - a. Help design a grant for a school for visit for beginner readers K -2
2. Floyd Cooper 2015 3rd & 4th graders
3. Awaiting approval 2016 for Lee Harper
4. Teaching at Children's Literature at Frostburg University. Guest speaker STEVE JENKINS (received permission & approval, to take 55 books from store for him to sign and some personalized to be brought back to Booktenders– immediately sold out.
5. A Poetry Night with a district teacher, where his students & their family comes to the store to present their work. I have a "surprise" author illustrator guest (8th year)

***Events with our guests:** Brian Selznick (Mercer Museum), , Fancy Nancy Fundraiser Party (Inn at Barley Sheaf Farm), Brian Floca (at store) Tom Angleberger (making an Origami Yoda with store customers, Chris Grabenstein (at school) Jeff Kinney, Nancy Krulik, & Mac Barnett @ schools



AWARDS to Ellen:

The Initial National Best Hand Selling Bookseller Award from Candlewick Press New Atlantic Independent Booksellers Association in 2012 as the first recipient of the Joe Drabyak Handseller of the Year Award,

Ellen received the Betty Roemmelmeyer Advocate Award from Frostburg State University in 2013 which is given to a teacher, librarian, or other advocate who exhibits a love of children’s literature and strives to share it with others.

She was honored by 2 of our elementary Schools for her contribution to their children and to the school’s community as a whole.