



CHRONICLE BOOKS GLOBAL 50TH ANNIVERSARY DISPLAY COMPETITION!

The theme: On June 21st, Chronicle Books turned 50. In celebration of this great milestone and to say “Thank You!” for the years of support, Chronicle Books is offering \$1000 AUD as a cash prize to a bookstore or library, for the best book display. The display can feature any theme that celebrates Chronicle Books. A cookbook display, children’s book display, or simply a display of all our cat books, would be eligible.

The contest: All participating accounts can enter our display contest to **win \$1000 AUD** to put towards a staff party or reward. The contest is open to bookstores and libraries everywhere.

Requirements: You must display at least ten Chronicle titles as well as the Chronicle Books 50th anniversary logo (eg. with the poster, shelftalkers or by simply putting up the printed logo). This display can be big or small, in a window or in the store. The winning display will be original, aesthetically pleasing, thematic, and will celebrate your favorite Chronicle books.

The winner will be chosen by Chronicle’s founder and CEO, Nion McEvoy.

To enter you must send a completed entry form with photos of the display to Hannah_moushabeck@chroniclebooks.com by 12AM PST on September 1st. For extra points, be sure to share on social media channels and use the hashtag **#chroniclebooks**

The date: The display competition will run from our anniversary on **June 21st to September 1st 2017**.

Display kit materials (provided by Hardie Grant Books upon request):

- 50th anniversary logo (digital, can be found here)
- Entry form (digital, can be found here)
- A “United Indies Stand” window cling
- A book themed poster in hard copy – a
- Blank Chronicle Books branded shelftalkers

To request your window display pack or for any questions please email: marketing@hardiegrant.com or chat to your rep. Good luck!