



For Immediate Release

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Westchester Rockland African American Book Festival Inaugural event in Mount Vernon

April 28, 2010 - Through a joint effort of the African American Chamber of Commerce of Westchester and Rockland Counties, Inc. and the City of Mount Vernon, NY will host The West/Rock Book Fair, May 14 and 15, 2010 at City Hall Plaza, One Roosevelt Square.

The City of Mount Vernon has partnered with Robin L. Douglas, founder and President of the Chamber, to bring writers, publishers and other exhibitors together to celebrate their crafts and to share them with the community. This Book Festival is designed to feature the works of the African American, Caribbean and the African Diaspora experience.

One of the most important events of the Book Festival is the VIP Award Reception held Thursday, May 14, 2010 at LVSADAS Portuguese Restaurant at 6 Roosevelt Square, MT. Vernon, NY at 6:00pm. This year's award will honor people who have long told their story through community outreach. The W/RBF will make the community aware of local writers. It will impress upon the children that this is something they can do. The Book Festival masks a lot of education in an entertaining way – edutainment.

2010 Honorees include: The Hon. Alfreda Williams of the Westchester County Board of Legislator; Mr. Jim Coleman President, Howard University Alumni Club of Westchester and Mr. A. Douglas, Rogers Asst. V.P., NY Life.

Some of the benefits of a Book Festival in the community are that books are available at discounted prices, people become aware of and can interact with the writers of the community, it becomes a hands-on learning experience, especially for young people. There will be workshops for young people to explore many of the facets of writing and publishing. The Book Festival will feature readings by authors of their works and panel discussions by authors, as well as entertainment.

It is a fun event that children and parents can enjoy. Young adults can learn about the various employment opportunities in the world of publishing and writing.

The Book Festival gives one the option of buying books at a discounted price, which may help it to be recession-proof or at least only mildly affected. Writing is done in a solitary environment, so a book fair is an opportunity for authors to meet and interact with one another and provide “edutainment” for their readers. There are panel discussions, readings by authors, Ms. Douglas states that aside from the fun, the educational value,

the creative community empowerment; there is an economic value to the local community.

A *New York Times* Arts and Cultural editor noted that of all the areas of publishing, the African American publishing is the most profitable. Still, it is expected that the economic condition of the country may have some effect on the Book Festival. There may be fewer exhibitors due to the cost of traveling and staying in a host city.

It stated that all of us should explore the writing experience, even if it is just to tell our family story which is important to pass on. One of the key functions of a Book Festival is to reach teens, to create a bridge to inform them, to create a viable and accessible community for the future.

The 2010 West/Rock Book Festival will be Co-Chaired by Ms. Opal Brown-Lindsey Executive Director of the Mount Vernon Library, Mrs. Clinton I. Young Sr. & Mrs. Ann Young Berkeley.

Music for the 2010 Westchester Rockland African American Book Festival will be provided by Woody Woods Workin Music.com. The Book Festival will be held Saturday, May 15, 2010 at 1 Roosevelt Square from 11:00am until 6:00pm.

For full detail about the 2010 West/Rock Book Festival visit us at www.aaccnys.org.

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