

CAMPAIGN HIGHLIGHTS REPORT SUMMER READING 2023

BookSparks' annual Summer Reading Challenge celebrated books and recreation by focusing on community spaces that helped foster our love for reading, from libraries stacked with stories to public parks that offer shady spots to get lost in a book. Actress Gabrielle Union took over the BookSparks Instagram to celebrate the release of *The Perfect Find*, starring Union and adapted from the novel by Tia Williams.

72M+ Fans Reached

125+ Influencers

3.2K+ Instagram Posts

692.2K+TikTok Views

1,300+ Media Hits

src2023.booksparks.com

@BookSparks | #SRC2023 | #BooksAndRec



KICKING OFF WITH OUR INFLUENCERS' TOP
SUMMER PICK

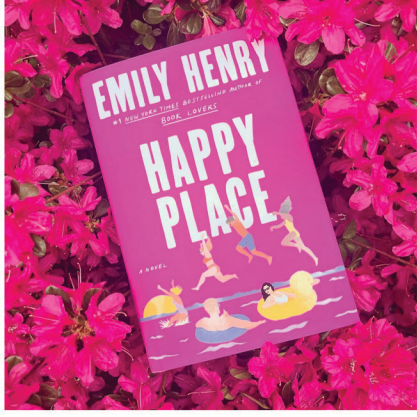
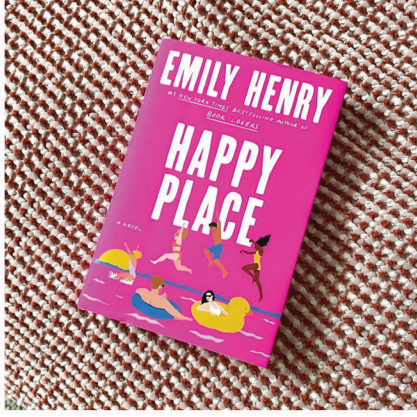
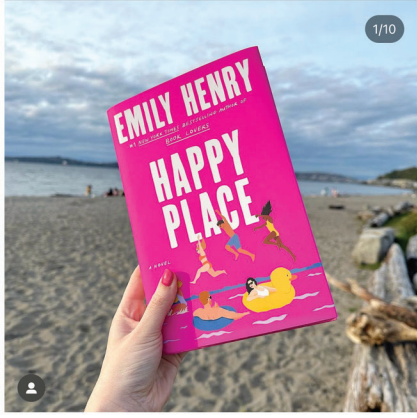
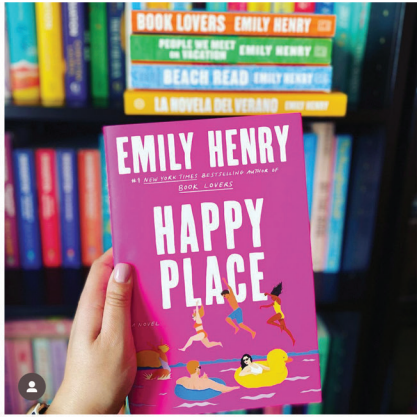
EMILY HENRY

#1 *New Your Times* bestselling author Emily Henry's fourth novel, *Happy Place*, was voted the most anticipated book of the summer by our influencers. As fellow SRC alum Taylor Jenkins Reid said, "Another knockout from the champ. The woman doesn't miss."



Devyn Glista St. Blanc Studios

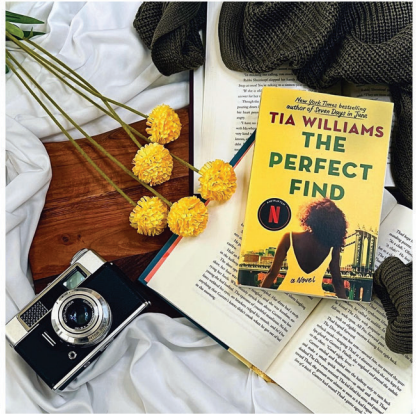
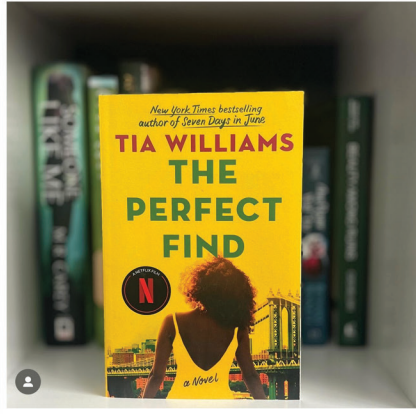
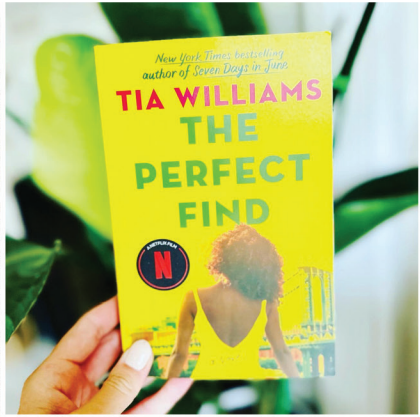
AVAILABLE
NOW

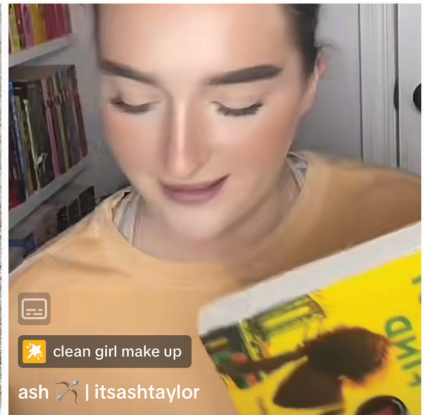
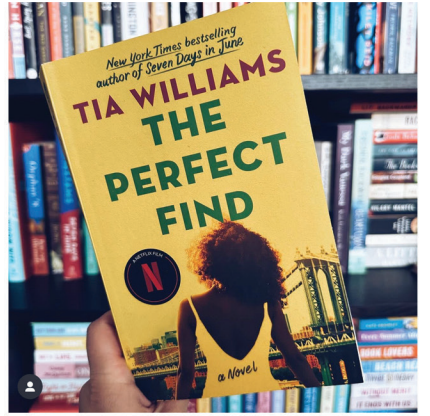
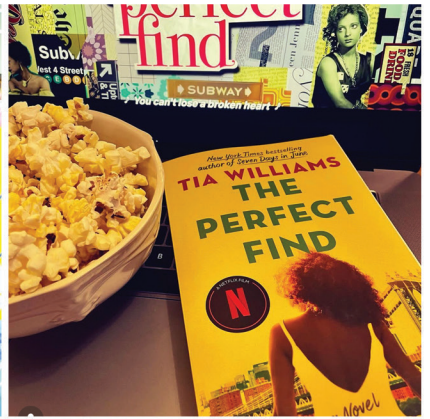


THE PERFECT FIND

BookSparks featured Netflix's book-to-screen adaptation of *The Perfect Find* by Tia Williams as our summer reading challenge binge pick!







A MESSAGE FROM
**GABRIELLE
UNION**

Gabrielle Union, star of our #SRC2023 binge pick
The Perfect Find, had a special message for
everyone reading and watching with BookSparks
this summer!



PHOTO BY NINO MUNOZ

MORE
**CELEBRITY
LOVE**



Angela Kinsey



Bobby Berk

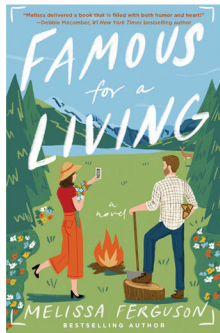
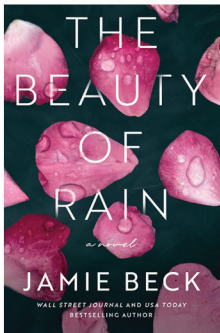
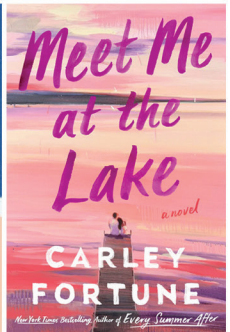
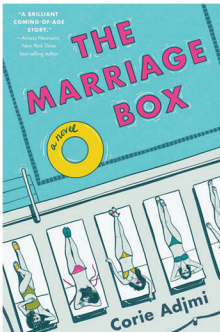
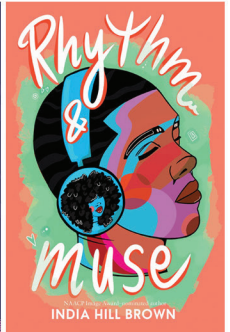
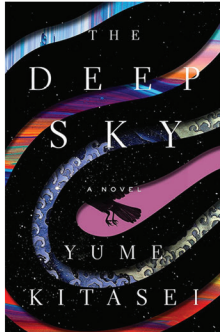
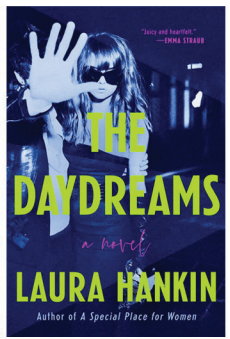
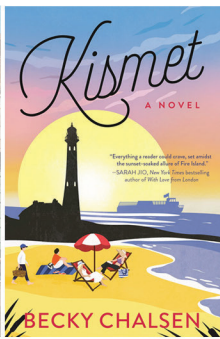
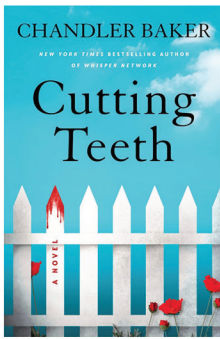
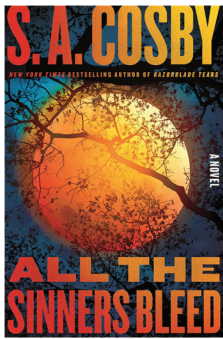


Michelle Obama

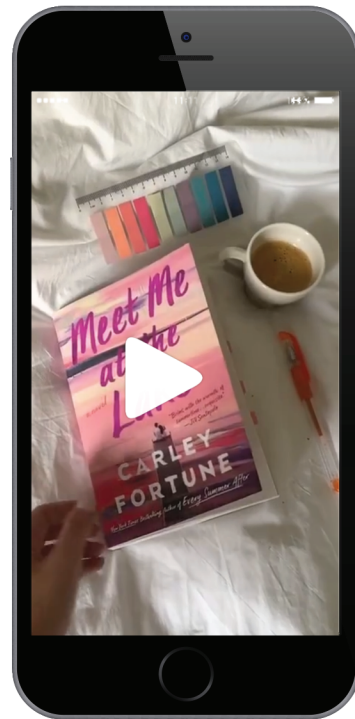


Jenna Bush Hager

THE LINEUP



SOCIAL PROMOTION FROM BOOKSPARKS

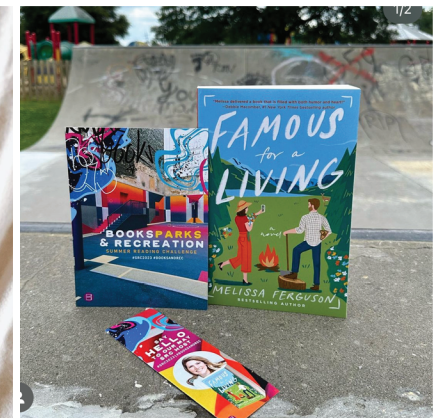


MONTHLY SUMMER READING CHALLENGE HOSTS

MELISSA FERGUSON

MAY

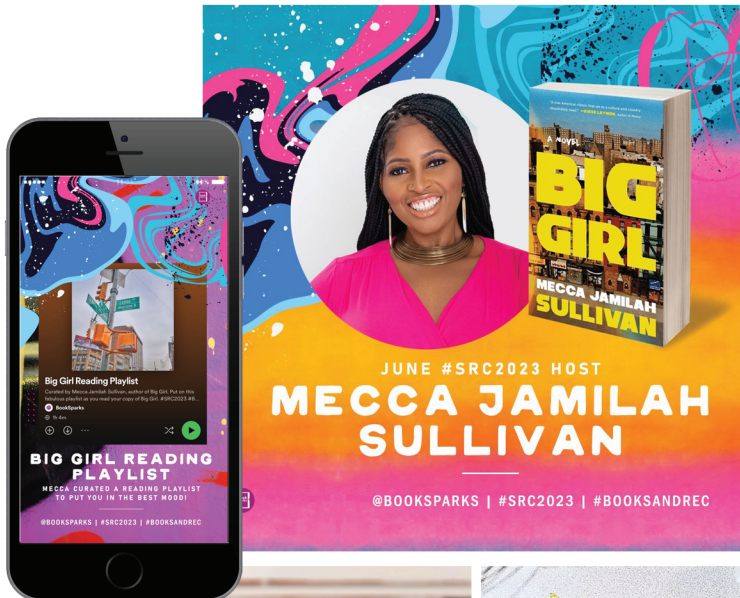
During the month of May, BookSparks amplified the release of Melissa Ferguson's latest novel, *Famous for a Living*.



MONTHLY SUMMER READING CHALLENGE HOSTS MECCA JAMILAH SULLIVAN

JUNE

During the month of June, BookSparks amplified the paperback release of Mecca Jamilah Sullivan's coming-of-age novel, *Big Girl*.

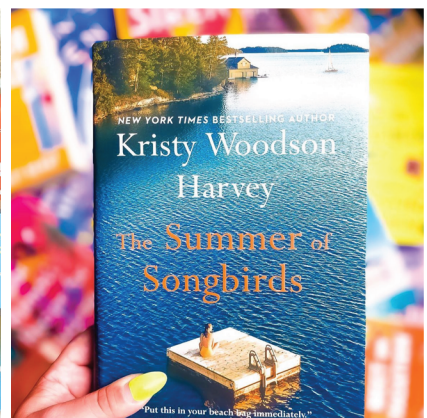
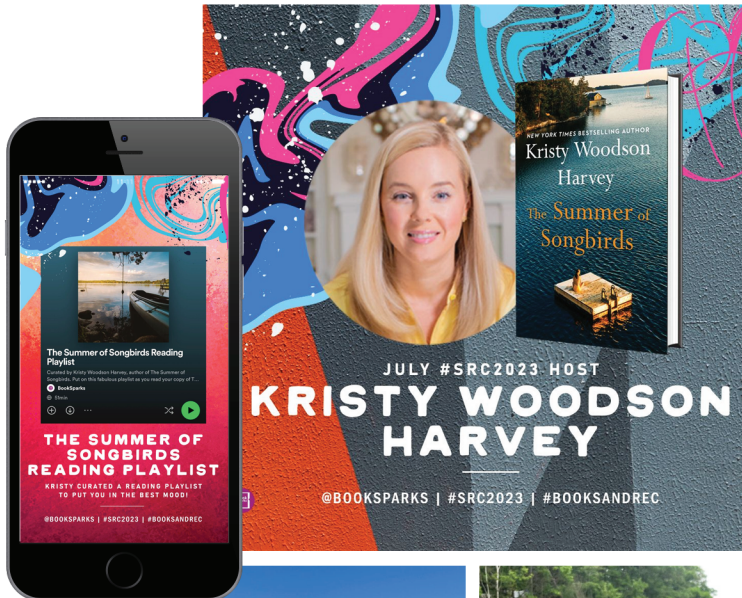


MONTHLY SUMMER READING CHALLENGE HOSTS

KRISTY WOODSON HARVEY

JULY

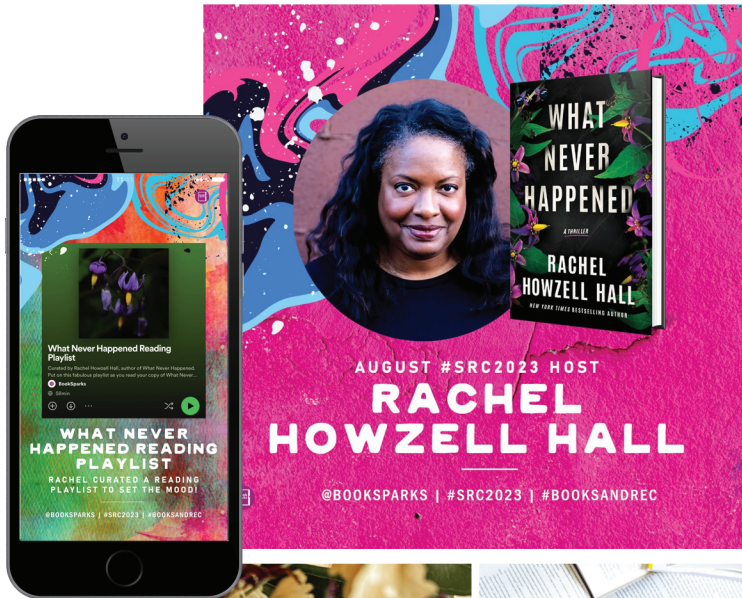
During the month of July, BookSparks amplified the release of Kristy Woodson Harvey's latest novel, *The Summer of Songbirds*.



MONTHLY SUMMER READING CHALLENGE HOSTS RACHEL HOWZELL HALL

AUGUST

During the month of August, BookSparks amplified the release of Rachel Howzell Hall's latest novel, *What Never Happened*.



SUMMER SOCIAL COVERAGE

3.2K+

Instagram Posts
Featuring
#SRC2023
Books

692.2K

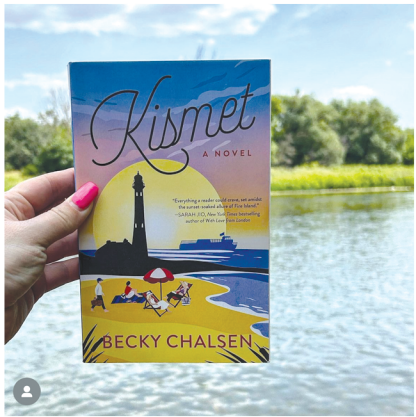
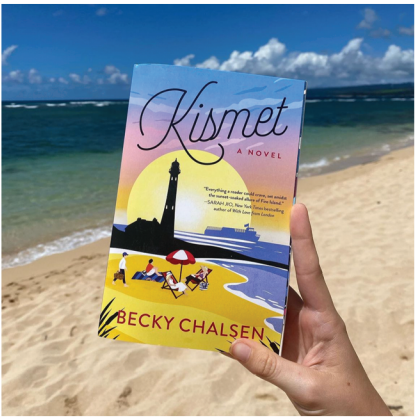
#SRC2023 TikTok
Views

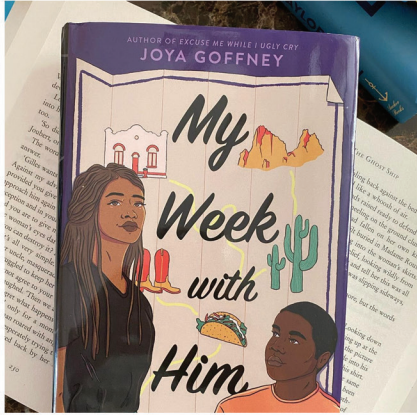
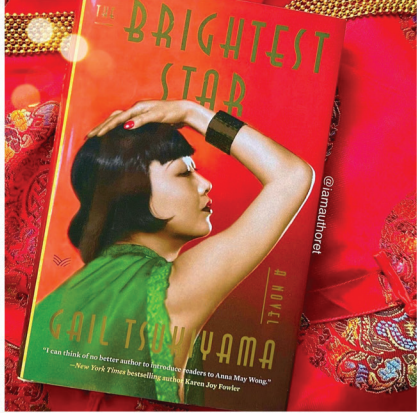
1,300+

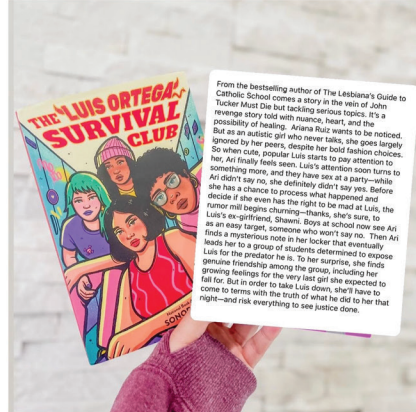
Instagram Posts
Featuring
#BooksAndRec
Books

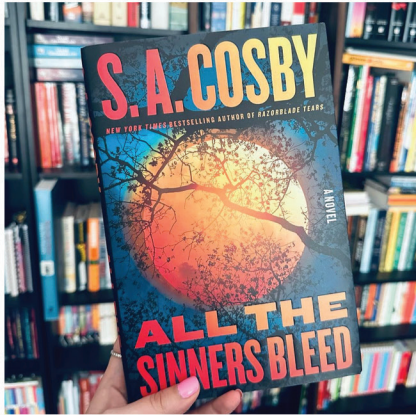
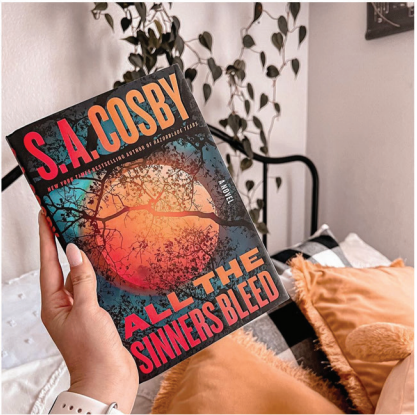
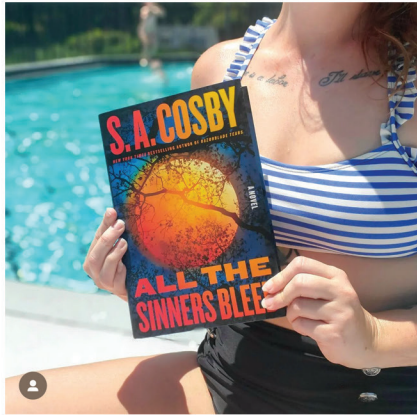
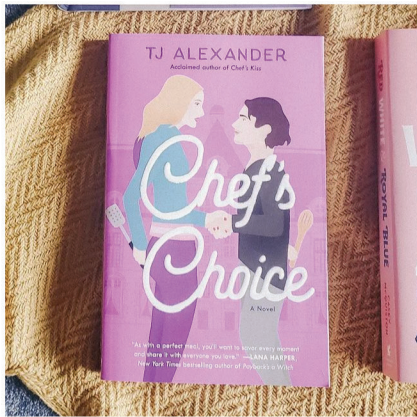
52.1K+

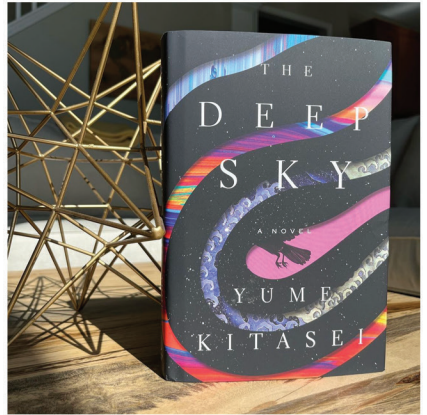
#BooksAndRec
TikTok Views

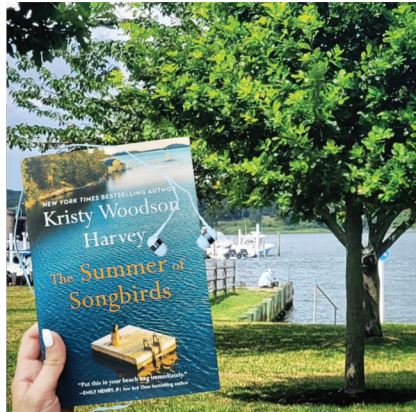
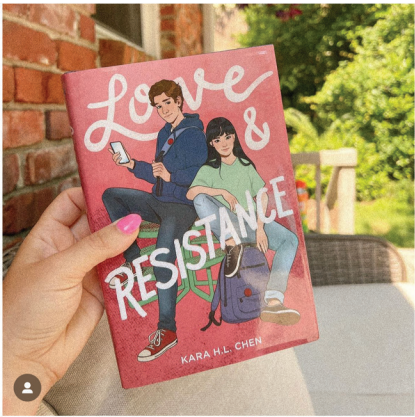
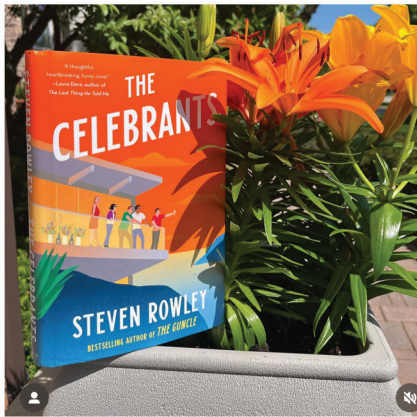
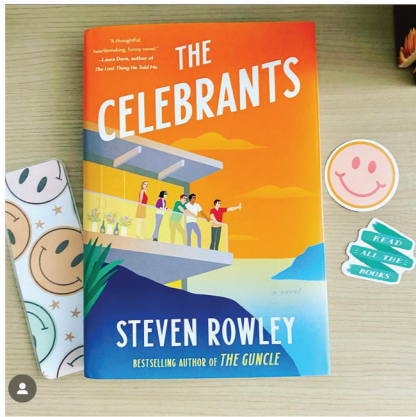


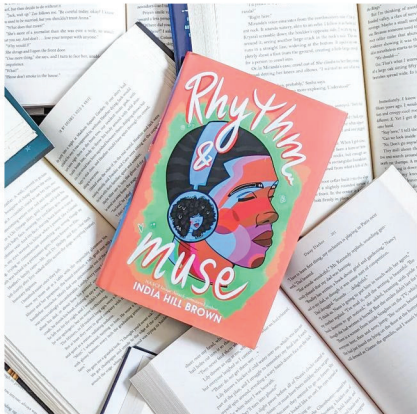
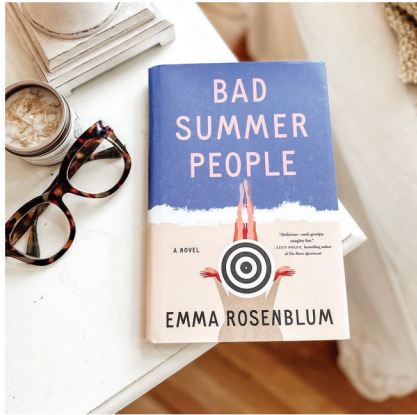


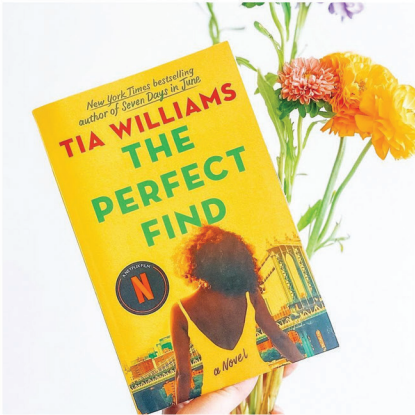
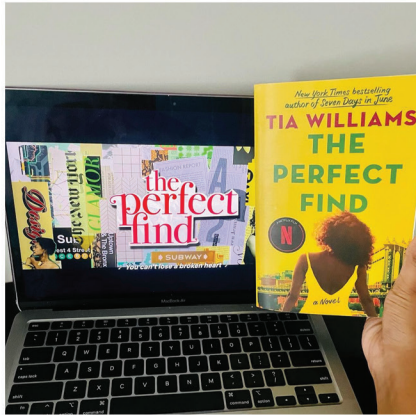












SUMMER MEDIA COVERAGE

237 MEDIA ARTICLES FEATURING #SRC2023 TITLES

BuzzFeed **BOOKRIOT** CrimeReads goodreads

LIT HUB POPSUGAR. shondaland **E!** **BOOKish**

Star **THE NERD DAILY** Women Writers, Women's Books **Sunset**

The Washington Post **BOOK CLUB RABBLE** **BookBub** **DISTRACTIFY** ELLE

Chick Lit Central *Double The Books* **HASTY BOOK LIST** **People TIME**

ELECTRIC LIT **PUBLISHERS WEEKLY** AFRICAN BOOK ADDICT! CoveyClub

Teen Librarian Toolbox Zibby Mag **AARP** amazon **BARNES & NOBLE**

Belletrist **BUSTLE** **COSMOPOLITAN** CountryLiving **YOUNG ENTERTAINMENT**

Esquire Entertainment **GLAMOUR** BAZAAR **22 WORDS**

Fresh FICTION **GOOD MORNING AMERICA** **O THE OPRAH MAGAZINE** **the Skimm'** **TODAY** **USA TODAY**

NEWYORKPOST The New York Times **Parade**

NYLON Paste PureWow **SOUTH FLORIDA SunSentinel** VOGUE

VULTURE **WD WRITER'S DIGEST** **TOWN&COUNTRY** **THE ROOT**

TOR.COM **BOOK CLUB CHAT** **Ms. Career Girl**

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MYSTERIES, THRILLERS, & ALL THINGS KILLER...

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First
for women



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magazine

Dakar NOLA

ESSENCE

marie claire

Hadassah
Magazine

Fangirl-ish

HC HER CAMPUS™

heyalma

instinct
MAGAZINE



JEWISH JOURNAL

Montecito
JOURNAL



GT
HQ



katie

KCAL NEWS LOS ANGELES



The Michigan Daily

QUEERTY*
Free of an agenda (except that gay one)

Reader's
Digest

READERS LANE
a gathering place for book lovers

REAL SIMPLE

RED CARPET
CRASH

SFGN
SOUTH FLORIDA GAY NEWS

The Guardian

Southern Living

E THE EVERYGIRL

HUFFPOST

THE ORANGE COUNTY
REGISTER

THE **INDIE VIEW**
READERS REVIEWERS AUTHORS
ESTABLISHED 2010

TRAVEL+
LEISURE



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Presented by NetGalley

Woman's World

Women's Health

M
METROSOURCE



Writer
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ZIBBY'S
BOOKSHOP