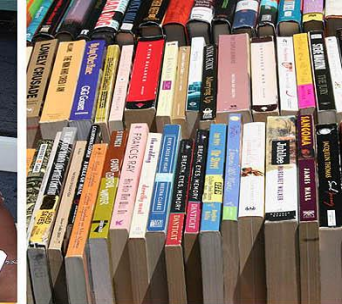
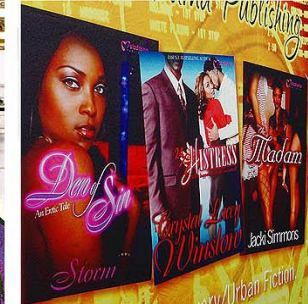


# Tulisoma South Dallas Book Fair

The Southwest  
African American Experience  
in Books and Story

Dallas Public Library African American Museum South Dallas Cultural Center

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



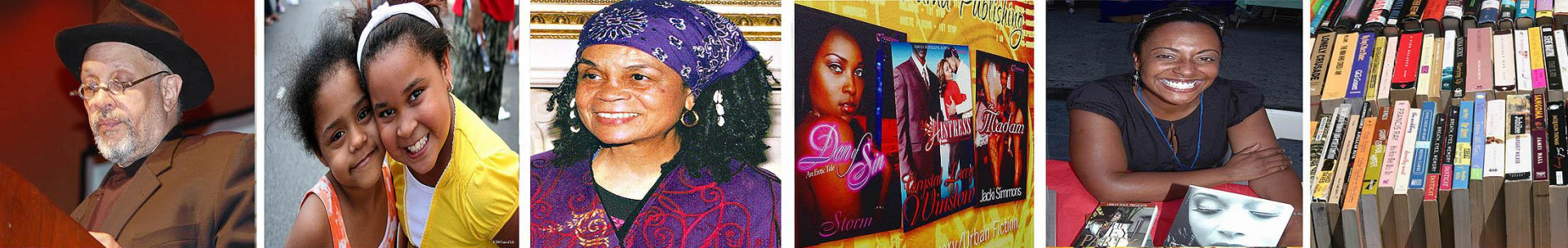
**FRI - SUN**  
**August 27 - 29**  
**2010**



### **A Message from Councilmember Carolyn R. Davis**

I am so very proud to be a part of this exciting celebration of reading and literacy in Dallas. Tulisoma means “we read” in Swahili, but it has come to signify much more to the South Dallas community. It is today a showcase of cultural arts and also a wonderful opportunity to meet and talk with best-selling authors from across the country. People of all ages who share a love of reading will find a treasure of books and noted authors, celebrity readers and special programs to enjoy. I hope you will join us for this great family event created to promote reading for all ages.

**BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS**



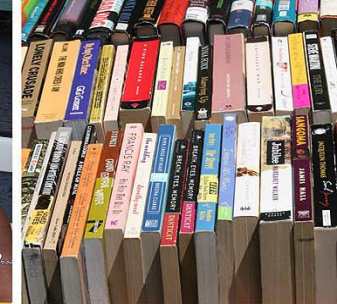
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## **YOUR EVENT...**

The Tulisoma South Dallas Book Fair is a community-based literary festival promoting literacy and the arts in the South Dallas/Fair Park area. Founded in 2003, by former City Councilman Leo V. Chaney, Jr., and Dr. Harry Robinson, President and CEO of the African American Museum, the goal of Tulisoma is to create a dynamic event tailored to engage local families, avid readers, aspiring writers and visitors to the city.

Now in our 8<sup>th</sup> year, the success of the first book fair began what is now the region's largest community gathering of African American readers and book lovers. It has evolved into a brand that is expanding into new markets each year.

**BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS**



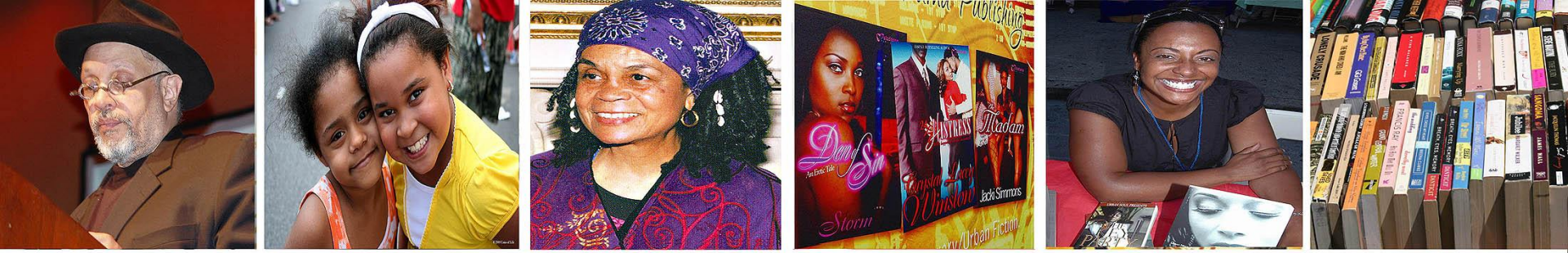
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## **YOUR AUDIENCE...**

The Tulisoma South Dallas Book Fair audience is drawn directly from each Art community and expands from their shared Urban experience – music lovers attend for the music and for their allegiance to the Urban Cultural experience. So will each art discipline.

Projected attendance: 10,000. Projected Exhibitors: 100+. Past Tulisoma Book Fair attendees, plus Social Networking sites (Facebook, MySpace, Twitter), online communities and web sites will serve as the neural promotional network that will carry your message.

**BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS**

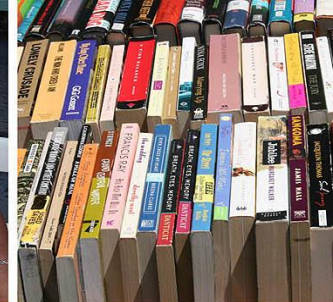
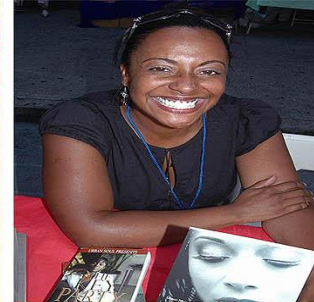


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## **YOUR MESSAGE, plus...**

Our Neural Network promotion is supported by a well-structured and effective community campaign that includes event post-card handouts and a community-wide poster campaign within which your brand/logo is carried.

Broadcast radio, newsprint and magazine advertising, and cable television, and Internet marketing complete our four-pronged promotion of your brand into our highly-anticipated event. Beyond those who attend, thousands more will become aware of your message.



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## OUR VENUE PARTNERS and...

Dallas Public Library African American Museum South Dallas Cultural Center

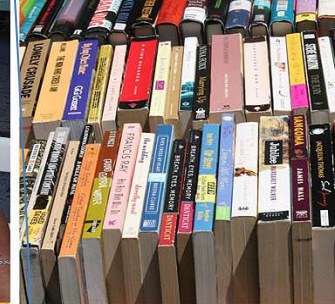
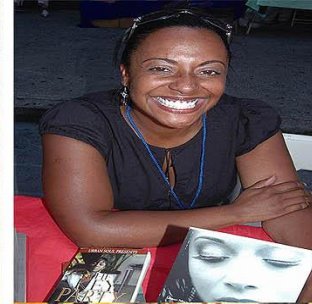


**Dallas Public Library** – The mission of the Dallas Public Library is to link resources and customers to enhance lives. The Library is committed to inform, entertain, enrich, and to foster the self-learning process by facilitating access to its facilities to all members of the community.

**African American Museum** – The African American Museum is an institution dedicated to the research, identification, selection, acquisition, presentation and preservation of visual art forms and historical documents that relate to the African American community.

**South Dallas Cultural Center** – The Cultural Center became a reality through the efforts of key individuals in the African-American community who encouraged the City of Dallas to develop a multi-purpose arts facility in South Dallas. Under the leadership of City officials and Park Board members, funds were allocated to construct the facility located across from Fair Park.

**BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS**



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## OUR PROGRAMS...

-  The Annual Tulisoma Community Breakfast
-  Conversation & Roses
-  Family Stories
-  The Annual Tulisoma Gospel Brunch
-  The Tulisoma Heart & Soul Tour
-  Tulisoma Teen Poetry Slam
-  Pork Chops & Politics
-  Author Workshops & Seminars
-  Exhibitors Row

...and Books, and Authors, and Conversations!



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