

“My work as a journalist has been richly and continuously informed by the world of ideas offered by university presses over the years. I can't imagine the life of the mind in America today without them.”

—BILL MOYERS

Dear Bookseller:

We're getting ready for University Press Week 2015! Since 2012, the Association of American University Presses (AAUP) have celebrated University Press Week each year to help tell the story of how university press publishing supports scholarship, culture, and both local and global communities. Your work with the presses of Columbia, Fordham, and NYU is a part of this story, and a part of what we'll be celebrating November 8-14 during University Press Week.

To build on last year's excellent momentum and wide community involvement, we would love for you to do a window display or in-store display of university press books during the week of November 8-14. We will supply you with posters to announce the promotion using the #ReadUP hashtag. It beautifully captures what we're celebrating during University Press Week: the scholarship, writing, and deep knowledge that is shared with the world through our books and publications. Help us spread the word about the importance of university presses and their connection to your community.

Officially established in 1937, the AAUP offers professional education, cooperative services, and public advocacy to more than 130 member presses. Attached is an infographic to give you a quick overview of what university presses mean and what they've accomplished over the past decade or two. You'll be impressed and surprised.

We hope that you will help us celebrate our dedication to publishing smart, fun, and valuable books that contribute to your reading community by displaying our books in your store window during the week of November 8-14. We will certainly blanket social media with pictures and posts. #Read UP!

Best regards,

Brad, Fred, and Mary Beth