**Bookazine's Children's Book Play and Work Date** Mar 29, 2007

On Friday, March 23, Bookazine hosted its first Children's Spring Arrivals event at the Mediterraneo Restaurant in Bayonne, N.J. More than 30 independent booksellers from New York, New Jersey and Connecticut attended, along with a few from other parts of the country.

Highlights included a presentation of Spring and Summer releases by Bookazine children's book buyer Heather Doss, the personality behind the company's program "Together with Heather" (from 1-4 p.m. on Thursdays booksellers are invited to call and ask questions and discuss children's books with Heather). Margot Sage-EL, owner of Watchung Booksellers in Montclair, N.J., called Doss's presentation "fun and informative."

Three writers were on hand to mingle and sign copies of their books: Jeff Kinney, author of *Diary of a Wimpy Kid*; Greg Foley, author of *Thank You Bear*; and Michael Buckley, author of the Sisters Grimm series.

A tour of Bookazine's Bayonne headquarters, given by owner Rich Kallman, rounded out the extravaganza. "We thoroughly enjoyed the tour of the operations," commented Sage-EL, who attended the event with Watchung bookseller Carolyn Anbar. "It gives us greater understanding of what goes into getting our order to us on time. Impressive!"

Bookazine is planning to hold a second Children's Spring Arrivals event next year. "This event really highlights the importance of our role in promoting children's books to independent booksellers," said Kathleen Willoughby, vp-marketing for Bookazine. "We believe that children's books are becoming the single most important category to help independent booksellers thrive during the critical holiday season, and throughout the year."

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