

## **Local Children's Bookstore Devotes Month of October to Promoting Reading Among Boys**

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La Verne, California

Award-winning independent children's bookstore, Mrs. Nelson's Toy and Book Shop, located in La Verne, Calif., is dedicating the month of October to promoting literacy among boys. During "Boys Month," the bookstore intends to introduce these sometimes reluctant readers to some of the hottest books coming out this fall.

According to Andrea Vuleta, General Manager, "I have heard over and over again how hard it is to get boys to read. I just can't believe it's true." The store hopes to change this misconception by introducing male readers to books that were written just for them. "The children's and young adult publishing sector is thriving with great new titles and not all of them are vampire romances," says Vuleta.

With its history of promoting children's books and their authors in the region, Mrs. Nelson's Toy and Book Shop is particularly suited to this endeavor. Mrs. Nelson's, established in 1987, is the leading children's bookstore in the inland empire. The bookstore was the recipient of the 2009 Pannell Award, given by the Women's National Book Association, which honors excellence in children's bookselling. Along with its sister companies, Mrs. Nelson's Book Fair Company and Mrs. Nelson's Library Services, Mrs. Nelson's Toy and Book Shop reaches out to children of all ages, promoting books and reading through author appearances and other book-oriented events.

Mrs. Nelson's Toy and Book Shop decided to hold this month-long event in October due to the many books coming out during the fall that will strongly appeal to boys. "As authors usually tour about the time their books are published, we get the chance to book a lot of them to visit our store," Vuleta says, "This way boys will have a chance to meet men who love to read so much that they write books of their own. We think it will be a wonderful opportunity for kids to see that its not just woman who read. "

There is a long-standing view in the bookselling industry that “boys will read books about boys and girls will read anything.” Vuleta goes on to explain that most of the people who are encouraging boys, and girls, to read are women—moms at home, teachers at school, children’s librarians, even booksellers at local bookstores. “We hope that by showing boys that a lot of men read—authors, illustrators—any myths they have about reading will be dispelled.”

To help dispel those myths, Mrs. Nelson’s will be having guest readers for their regular Storytimes, which are aimed for the pre-K set. Already scheduled are local firefighters who will be reading from some of their favorite books to Storytime visitors. In addition to in-store author visits and guest readers for Storytime, some authors will be making in-person visits to schools in the area.

Vuleta has an ulterior motive for sponsoring a “boys only” month, “I really want to promote books that appeal to boys because those are the kinds of books I like too.”

There are a dozen events scheduled so far, and more events still in the planning process. Mrs. Nelson’s Toy and Book Shop has the complete event schedule on their website, [www.mrsnelsons.com](http://www.mrsnelsons.com).

*For more information contact Mrs. Nelson’s Toy and Book Shop—1030 Bonita Avenue, La Verne, CA, 91750, 909-599-4558, [www.mrsnelsons.com](http://www.mrsnelsons.com).*