

Business

Lifeline Bookfest

Media Release: Lifeline Bookfest just around the corner

18 May 2009

The Lifeline Brisbane bi-annual Bookfest is on again (June 6 – 9), and has millions of books ready to walk out the door.

Lifeline attracts an estimated 120,000 to 150,000 people and as many book lovers travel from regional Queensland and interstate for the opportunity to pick up a bargain.

Recognised as the world's biggest second-hand book sale, more than 2 million books are separated into 22 categories, and spread over 1500 tables within the Brisbane Convention and Exhibition Centre.

Now in its 20th year, the event is dependent on many dedicated staff and volunteers, who sort through around 25 000 books each week to prepare stock for the event.

Lifeline Communications and Fundraising Manager Elissa Jenkins said this year they would take a different theme and make it a bit more fun.

"In January Lifeline Bookfest launched a fresh new look, publicising itself as 'The Biggest Book Sale in the Universe!'" she said.

"The flashy, fun advertising and PR campaign features two aliens who are looking to take over the world and all its knowledge by eating all of earth's books."

"The story-book fiction characters' plans for world domination are foiled when they are trampled by Bookfest customers entering the sale," she said.

The alien with the alien theme will be carried across in the PR and advertising in the period leading up to the event.

Last financial year our Bookfest realised sales of \$1.2 million, providing much needed funds for Lifeline's 24 hour Crisis Counselling Line, free face-to-face counselling services and support programs for children and families.

The Lifeline Bookfest runs from Saturday June 6 – Tuesday June 9 at the Brisbane Convention and Exhibition Centre, Southbank. Open from 8:00am – 8:00pm Saturday – Monday and 8:00am – 3:00pm on Tuesday. For more information call 3632 1000 or visit www.lifelinebookfest.com

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