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Litquake 2013 Packs Them In and Increases Attendance at Main Festival by 20%



Litquake 2013 Opening Night at Z Space

Closing night Lit Crawl attracted over 6,000 attendees despite the impact of BART shut down which closed the main commuting artery between the SF and the East Bay

Total attendance: 15,528

November 19, 2013 San Francisco – Litquake recorded the highest main festival attendance in its 14 year history when 9,528 fans of literature packed venues throughout the City and Bay area. This is an increase of 20% over 2012. With anywhere from 6 to 16 events happening on any given day of the festival, the average attendance at each increased from 84 in 2012 to 105 in 2013, for a daily average of 1,191.

The closing night Lit Crawl on Saturday October 19 drew 6,000 attendees despite the BART strike announced the day before that stranded commuters on both side of the bay. Based on recent trends for the crawl, organizers were confident they would break the 8,000 number for the second year in a row.

“The Crawl was definitely affected by the BART strike,” said Litquake cofounder Jack Boulware about the action which began the day before the Crawl. “It was unfortunate, and we heard from many who were frustrated and could not attend. It shows just how large and dispersed the Litquake audience is. It’s not just about San Francisco, but rather the entire Bay Area.”

Litquake 2013 ran from October 11 through 19 and featured more than 850 authors, both local and from out of town. They included TC Boyle, Mary Gaitskill, Piper Kerman, Beth Lisick, Joyce Harjo, and Sandra Tsing Loh appearing at events covering fiction, memoir, poetry, science, childrens' literature, storytelling, noir and more. 2013's Barbary Coast Award recipient was Ron Turner of Last Gasp Publishing.

Total attendance for the main festival + the crawl was 15, 528.

"It was a great year for Litquake," says Litquake cofounder Jane Ganahl. "And we could not have done it without our committee who work tremendously hard to give the programming depth and variety, our oh so important sponsors, volunteers and especially the authors who make the festival what it is through their imagination and craft."

Litquake 2014 is scheduled for October 10-18, 2014

About Litquake

Litquake, San Francisco's annual literary festival, was founded by Bay Area writers in order to put on a week-long literary spectacle for book lovers, complete with cutting-edge panels, unique cross-media events, and hundreds of readings. Since its founding in 1999, the festival has presented more than 4,600 author appearances for an audience of over 100,000 in its lively and inclusive celebration of San Francisco's thriving contemporary literary scene. Litquake seeks to foster interest in literature, perpetuate a sense of literary community, and provide a vibrant forum for Bay Area writing as a complement to the city's music, film, and cultural festivals. **2014 Dates:** 10/10-18, 2013. www.litquake.org

Litquake is made possible in part due to the support of the following sponsors: The Miner Anderson Family Foundation, San Francisco Arts Commission, San Francisco Grants for the Arts, Zellerbach Family Foundation, Craig Connects, Bernard Osher Foundation, Pante Rhea Foundation, Black Balloon Publishing, California Institute of Integral Studies, Chronicle Books, HarperOne, The Rex Foundation, City National Bank, Fleishhacker Foundation, Stanford Humanities Center and the Human Experience at Stanford University, Stanford Continuing Studies, The UC Berkeley Extension Writing Program, Booktrack, UC Press, SF Travel, The Consulate-General of Mexico in San Francisco, The Book Club of California, The Fairmont Hotel and The Hotel Rex. **Official Spirits:** Hendrick's Gin; **Media Sponsors:** 7x7 magazine, KQED, KALW 91.7, The San Francisco Bay Guardian, The Bold Italic and Johnny Funcheap. **Media Partners:** KPOO 89.5, BARTab, Stitcher

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