



The Scoop

JUNE 15, 2006

VOLUME 1, NUMBER 1

*We have a
WINNER!*

*With so many
worthy entries, it
was difficult to
come to an
agreement on the
winner in our
inaugural contest
to name the
friendly tree in
our store.*

*Congratulations
to **Molly** for
suggesting*

Elmer
(“Elm-er”).

*We hope you
enjoy your basket
of complimentary
books!*



Howdy Do!

Welcome to issue ONE of our newsletter, featuring what’s hot and happening at **Kaleidoscope Kids’ Books**, centrally located at the Fifth Avenue Court in the Glebe. We have been open for roughly three and a half weeks now, so thought we should mark this anniversary with an update on what we’re up to here on the second floor.

As you may know, the store was opened by three partners (Karin, Kim and Kelly), with a lot of help from an army of volunteers, mentors and, of course, our families. This store is the culmination of years of talking, planning and finally, doing. We hope you’ll drop by and see it for yourself! Our building features free parking underneath, and we’re open from 9:30-5:00 Monday – Thursday, from 9:30-8:00 on Friday, and from 9:30-5:00 on Saturday. We are pleased to offer customers a strong variety of the best English, French and Spanish kids’ books in the city!

This first newsletter is being sent or forwarded to you by email, but future versions will be available on our web site at www.kaleidoscopekidsbooks.ca (I’m writing that next!). Please feel free to share this with anyone you think may have an interest in kids’ books. If you’d like to receive future copies of the newsletter, as well as other notices of events and special offers, please email us at kaleidoscopekidsbooks@bellnet.ca to be put on our email list.

Upcoming Events

Bring your toddlers and preschoolers by the store every **Friday morning at 10 a.m.** for story time. Feel free to come with your coffee in tow!

We are planning some *awesome* events during the March Break – here’s the breakdown:

Hear ye, hear ye, calling all renaissance players: Come to the courtyard on **Saturday, March 11 from 2-4 p.m.** for a medieval festival of fun. Join us for fairy and knight activities and stories, along with some tasty snacks! Costumes encouraged!

Crafternoons: Drop by the store ANY afternoon of the Break to partake in some low-key crafting.

Movie screening and discussion: Film buffs with kids over 8 can meet us at the Arrow and the Loon at **7 p.m. on Wednesday, March 15th** to be among the first to view ***My Fur Hat***, a short feature by local filmmaker Kelly Beaton of *Pink Slipper Productions*. Kelly will also give a brief talk on some of the aspects of independent film-making.

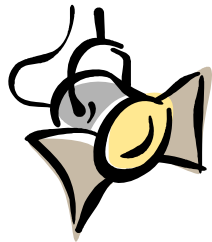
Book Clubs: Get in on the ground floor of two book clubs for parents and kids that Kaleidoscope will be launching on **Friday, March 17th**. The club for **8-10**

year olds will kick off at 2 p.m. with a discussion of book selection as well as how participants want the club to run. The book club for **11-13 year olds will launch at 3 p.m.** with similar opening discussions around book selection and club format.

March is **Book Review Month** at the store, so drop by for a form to complete to enter your review in a draw for a bucket o' books! Draw to be held on Friday, March 31st. Reviews will be posted in the store, as well as on the web site (as soon as we have it completed...!).

Gala Grand Opening

Whew, opening day made the place seem a bit more like a zoo than a bookstore! Thanks so much to all known and new supporters who came by on the afternoon of February 11th to share in our excitement of finally opening our doors! Well-wishers enjoyed winter-themed crafts, tasty (giant!) cake and refreshments, helium balloons, tattoos and face-painting. The store was awash with families and flowers. Boy, did it ever make us feel special!



Store Spotlight Specials!!

Come in until March 31 for our buy two get one **FREE** special on **DK Readers** (Beginning Reader levels one to four). With stunning illustrations and photographs, and engaging stories, this is a multi-level reading program guaranteed to capture your child's interest while developing reading skills and general knowledge. From Atlantis to the X-men, we have everything for your non-fiction fancier!

Calling all **book clubs**: come in and get 15% off the purchase of 5 or more copies of your book selection. Orders can take up to 2 weeks to arrive, so order early and order often! Depending on the book you select, there may be a publisher's discussion guide available. See us at the store for more details!

Starting on March 10th, we will be offering a **Gift Registry** at the store so that kids (and anyone else who would like to!) can come in and select the books that they like best for the gift-buyers in their circle of family and friends. As books are purchased, the list will be updated. Registrants are welcome to come in and edit their choices whenever the mood strikes!

Feelin' Neighbourly?

At the *Arrow and Loon*, receive a preferred customer's discount: with a copy of a receipt from Kaleidoscope, all kid's meals at the restaurant (located on the main floor of the Fifth Avenue Court) will be discounted to ½ price. Now that's a sweet deal – pick up a book to keep the kids happy and also get some money off the food bill at the end of the . . .

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An apple for the Teacher...

We at Kaleidoscope Kids' Books are keen to support the teachers, schools and libraries in our city. Teachers and librarians, please drop by the store with valid identification and receive a 15% discount on all purchases. We have a full-service special order desk, with Kelly (our book detective) already on the case of some elusive materials for interested customers.

Special Orders

If you have had the chance to drop by the store, you may have noted that our floor space is limited. Though we aim for a **diverse selection** of all of **the best books** we can find, there may be something you are searching for that isn't on the shelf. Please make sure to speak to one of our friendly staff (that would be Karin, Kelly or Kim!) and we'll do everything we can to get the book you desire into your hands! You can also email us at kaleidoscopekidsbooks@bellnet.ca or call 232-7406 to get the ball rolling.

Hot on the Shelves

Because of our limited time in business to date, it has been very interesting to see some clear trends already developing in sales. The following titles have been so popular that we have struggled to keep a copy of them on the shelves at any given time:

The Usborne Little Fairy Book of Things to Make and Do (Usborne \$10.95) has literally grown wings and flown off the shelves!

The Adventures of Cow (Tricycle Press \$17.99) is a quirky picture book that has kids participating and grown-ups grinning. One of Kim's new favs...

Inkspell (sequel to *Inkheart*, Scholastic \$24.99) is a wonderful work of fantasy fiction for older children about the thrills (and dangers) of reading aloud.

What's the Buzz?

Have you had a chance to pop by the store to chat with Kelly, our media sweetheart? Perhaps you heard her on CBC "All in a Day" on February 14? Maybe you caught her and Karin looking a bit nervous on Rogers Television "Ottawa Citizen TV" on February 20? We're doing our best to get the word out about the little bookstore that could – anything you can do to pass it on would be most appreciated! For any questions or information materials on Kaleidoscope Kids' Books, give us a call at 232-7406 or check our web site (to be coming to you live within the month!) @ www.kaleidoscopekidsbooks.ca.