

Morgantown Public Library System
373 Spruce St.
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FOR IMMEDIATE RELEASE

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SECOND ANNUAL STORYFEST BRINGS LOCAL CREATORS AND CRAFTS TO MORGANTOWN

MORGANTOWN, W.Va. — West Virginia University students can enjoy local art, literature and vendors at StoryFest hosted by the Morgantown Public Library System on Saturday, June 7.

StoryFest will take place at the Morgantown Market Place pavilion at 400 Spruce St. from 3 to 6 p.m. This event invites attendees to meet local authors and artists, shop vendors, and engage with the area's creative community.

StoryFest will feature creators like illustrators Elisha Rush and Liz Pavlovic, author Anna Egan Smucker, and West Virginia Poet Laureate Marc Harshman.

Attendees can visit the artists' row where they can buy art and signed books. Patrons of all ages can watch a live sword fight by Black Bears Fencing, get hands-on with free crafting tables or complete a challenge and become an official knight of StoryFest.

"Last year our slogan was 'Come celebrate your story with us,'" said Abigail Cyphert, MPLS outreach and programs coordinator. "It's a place for people not just to be able to buy cool books and art from local authors, but to also feel like they're the storytellers."

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Local food truck Mag and Pops will sell snacks for attendees to enjoy while they explore the festival. The library will have a merch sale table and sign-ups for the Summer Reading Program.

Children can sit in on several story times throughout the event. The Story Teller's Court includes a mermaid meet-and-greet, the West Virginia Black Bears mascot and the Morgantown Fire Department. Monongalia County Early Head Start will provide free crafts and activities.

“For every different kind of person who has a different niche interest, we try to have a little bit of something for them,” said Cyphert. For lifetime locals and students alike, StoryFest will bring together artistry and community spirit in a celebration of West Virginia’s creativity and talent. For more information and a complete list of vendors, visit mympls.org or the MPLS Facebook.

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Founded in 1926, the Morgantown Public Library System provides free programs and resources to the greater Morgantown community. The library uses these services to encourage childhood literacy, community engagement and lifelong learning. MPLS offers many opportunities for all ages to get involved and take advantage of the library’s offerings. For more information about events and services, visit mympls.org or follow MPLS on Instagram and Facebook @mgtnlibrary.

Media Distribution Strategy

I would distribute this release to local outlets. It is important to release this story to outlets that both students and local adults/families with children in Morgantown frequent. My main targets would be the Daily Athenaeum because of its reach for students and the Dominion Post because it often reports stories on opinions, sports and events. If possible, MPLS should try to get this release to WVU so the news could be distributed in one of the newsletters promoting local events.