

FICTION ADDICTION

1175 Woods Crossing Rd #5.
Greenville, SC 29607
Events contact: Jill Hendrix, Owner
jill@fiction-addiction.com, 864-675-0540
<http://www.fiction-addiction.com>



<http://www.facebook.com/FictionAddictionbookstore> (2328 likes) • <http://twitter.com/FictnAddictn> (1745) •
email newsletter (3500+)

About the store:

Founded 2001. 2000 square feet.
Can seat 70 + 20-30 standing.
Offsite partners can seat 100-
1900. Reports to *The New York Times*, Bookscan, and ABA/SIBA
bestseller lists.

About the owner:



Jill McFarlane
Hendrix was an
Editorial Assistant at
St. Martin's Press, spent several
years at Internet startups, then
founded Fiction Addiction in
2001. She is past President of
the Southern Independent
Booksellers Alliance (SIBA) and
Treasurer of the SC Academy of
Authors.

About Greenville, SC (#yeahthatgreenville):

Our county (496,000) is the
largest in the state, and the city
(67,453) is the [4th fastest
growing city in the US](#). The
three-county "Upstate" region
has just under 1.5 million
people. Home to the Governor's
School for the Arts. #12 of "[52
Places to Go in 2017](#)" by *NY Times*.
Larger events regularly
draw from SC, NC, GA, and TN.

Largest public events:

The 3 times we hosted *Nicholas Sparks* (2010, 2011, 2015). 1025-
1050 frontlist hc sold each time.

2016/17 events:

Vivian Howard, 364 fl hc
Eric Litwin, 307 fl hc
Ainsley Earhardt, 270 fl hc
Louise Penny, 220 fl hc
Sandra Brown, 173 fl hc
Mary Alice Monroe, 173 fl hc
Charlaine Harris, 160 fl hc
Christina Baker Kline, 127 fl hc
David Baldacci, 109 fl hc
Jeff Shaara, 109 fl hc

Partnerships:

Book sales and some author
booking for [ReadUp Greenville
Festival](#).

We book speakers for Annual

BMW Supplier Diversity

Conference in early April (Lisa
Nichols, Daymond John). 1800+
B2B book order.

School Visits:

Authors in schools (2016-18): Eric
Litwin, Dan Santat, Trenton Lee
Stewart, Shannon Hale, Brendan
Reichs, Ellen Hopkins, Sarah
Mlynowski, Lauren Myracle...

Publicity:

Events publicized in our email
newsletter, social media, in-store
display & signage, bag stuffers.

[Media list and past media
coverage.](#)

Getting Here:

Fly into **GSP** Airport (10-minute
drive from store); use Uber or
[Greenville Town Car Service](#). No
media escort but store has
volunteers.

On I-85 corridor halfway between
Charlotte (2 hours) and Atlanta (2-
1/2 hours); 1-1/2 hours from
Asheville, NC.

Hotels:

[Drury Inn & Suites](#) (864-288-
4401), 5 minute-drive to store

[La Quinta Inn & Suites](#) (864-233-
8018), 2-minute drive to store

[Westin Poinsett](#) (864-421-9700),
10-15 minute drive but downtown
in walking distance of many
restaurants