



1175 Woods Crossing Rd #5.  
Greenville, SC 29607

Events contact: Jill Hendrix, Owner  
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<http://www.fiction-addiction.com>

<http://www.facebook.com/FictionAddictionbookstore> (3249 followers) ● <http://twitter.com/FictnAddictn> (1883) ● email newsletter (3800+)

**About the store:**

Founded 2001. 2000 square feet.  
Can seat 81. 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. She is past President of the Southern Independent Booksellers Alliance (SIBA), past Treasurer of the SC Academy of Authors, a [business coach](#), and was named a [2019 PW industry notable](#).

**About [Greenville, SC](#) (#yeahthatgreenville):**

Our county (496,000) is the largest in the state, and the city (67,453) was recently 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 4 times we hosted *Nicholas Sparks* (2010, 2011, 2015, 2018). 1035-1315 fl sold each time.

**Largest 2018/19 events:**

Nicholas Sparks, 10/18, 1315 fl  
Sen. Tim Scott/Rep. Trey Gowdy, 4/18, 324 fl  
Max Brallier, 9/19, 183 fl, 254 bl  
Tony DiTerlizzi, 12/18, 204 fl  
Jacqueline Woodson, 10/19, 167fl  
Craig Johnson, 10/19, 159 fl  
Karin Slaughter, 8/18, 156 fl  
Karen White, 10/19, 155 fl  
Steve & Kathy Doocy, 10/18, 153fl  
Charles Martin, 2/19, 115fl

**Partnerships:**

We book speakers for **BMW Supplier Diversity Conference** in early April (Lisa Nichols, Daymond John, Rha Goddess). 2000+ B2B book order for keynotes, 200 for panelists (Michael Michalowicz, Pauline Brown).

**School Visits:**

Authors in schools (2019-20): Eric Litwin, Judd Winick, Max Brallier, Tony DiTerlizzi, Angela DiTerlizzi, Loren Long, Scott Reintgen, Chima Cinda Williams, Alan Gratz, Melinda Long, Kelly Lyons, Ally Carter.

**Publicity & Marketing:**

Events publicized in our email newsletter, social media, in-store display & signage, bag stuffers. We ticket using EventBrite & use ToneDen to run Facebook ads to our events.

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

**Getting Here:**

Fly into **GSP** Airport (10-minute drive from store); use Uber or [Greenville Town Car Service](#). Media escort: JoAnn Roser (email us for phone #).


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