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FOR IMMEDIATE RELEASE

INDIE BOOKSTORE OPENS NEW SOUTHERN CALIFORNIA LOCATION

Iconic shop expands – bringing jobs, tax dollars, and community events to Los Angeles' South Bay

REDONDO BEACH, CA – Readers, rejoice! Mysterious Galaxy, the iconic indie bookstore that recently celebrated 18 years in San Diego, will open a new location this fall in the coastal community of Redondo Beach, in Los Angeles' South Bay.

Doors will open in late August, and grand opening special events will take place in October and November.

Mysterious Galaxy Redondo Beach will offer an increased selection beyond its hallmark genres of science fiction, mystery, fantasy, and horror. The store will employ at least a dozen booksellers, have a state-of-the-art media room and adjoining café, and stock 15,000 to 20,000 books in a renovated 4,000 square-foot facility at 2810 Artesia Blvd.

“We have enjoyed a presence in this community for several years, and are thrilled to officially open for business in the South Bay,” says Terry Louchheim Gilman, managing general partner of Mysterious Galaxy and a Manhattan Beach resident. “Readers are hungry for conversations about books, recommendations from informed booksellers, and opportunities to meet the authors whose works they read. We also believe that communities are looking for reasons to come together, and we want to provide the venue and programs.”

Gilman, who opened Mysterious Galaxy in San Diego with partners Maryelizabeth Hart and Jeffrey Mariotte in 1993, has already founded several successful literacy programs in the area and they have been well-received by the community – building anticipation and a foundation for the Redondo Beach store.

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BOOK STORE EXPANSION

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“Ladies, Lunch, and Literacy,” created in 2008, brings 40 to 70 readers together for lunch with a debut or emerging author (*The Help*’s Kathryn Stockett was an early guest). Proceeds benefit local nonprofit partners, such as Write Girl, School on Wheels, Youth Radio, and the Redondo Beach Public Library. Other offerings include programs for young adults, businesses, and local Jewish organizations.

Mysterious Galaxy Redondo Beach will offer a robust schedule of author signings, book groups, writing classes, and support for events in the community.

In light of the recent independent and chain bookstores closures, Gilman believes customers will choose to shop local – and independent – more than ever before.

“This is exactly the right time to open a bookstore, especially an independent,” she says. “Readers and book buyers understand the benefits of brick-and-mortar stores, that we bring jobs and tax dollars into the community, and provide opportunities for people to come together, learn, and engage. They are beginning to understand that if they don’t support brick and mortar stores, these stores will cease to exist – and that bookstores are a unique experience worth supporting.”

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To arrange an interview with Terry Louchheim Gilman about Mysterious Galaxy’s expansion – or about small business growth, women-owned businesses, the climate of the bookselling industry, or Amazon’s efforts to overturn Internet sales tax e-fairness legislation in California – contact Marketing and Events Manager LeAnna Herrera at 310.542.6000 or leanna@mystgalaxy.com. To find our press kit online, please visit <http://mystgalaxy.com/press-room>.

About Mysterious Galaxy

Established in 1993, Mysterious Galaxy is a Southern California-based independent bookstore specializing in works of science fiction, mystery, fantasy, horror, and more. The team at Mysterious Galaxy comprises knowledgeable, service-focused professionals committed to creating and maintaining a community of readers, authors, and booksellers in Southern California and beyond. To learn more, visit www.mystgalaxy.com. Follow the store’s activities and progress on www.mystgalaxyblog.com, Facebook (www.facebook.com/MysteriousGalaxy), and Twitter (<http://www.twitter.com/MystGalaxyBooks> and www.twitter.com/MystGalaxyRB).

Image Information

PHOTO: Terry Louchheim Gilman, managing general partner of San Diego’s Mysterious Galaxy, is opening a new location of the iconic bookstore in Los Angeles’ South Bay community of Redondo Beach.

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