



FACT SHEET

CONTACT

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CONTACT INFORMATION

San Diego

7051 Clairemont Mesa Blvd. #302
San Diego, CA 92111
(15-minute drive from San Diego International Airport)
858.268.4747 (local phone)
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Redondo Beach

(Soft Opening – Summer 2011; Grand Opening Events – October 2011)

2850 Artesia Blvd. #203
Redondo Beach, CA 90278
(15-minute drive from Los Angeles International Airport)

CONNECT

Website: www.mystgalaxy.com
Blog: www.mystgalaxyblog.com
Facebook: www.facebook.com/MysteriousGalaxy
Twitter: www.twitter.com/MystGalaxyBooks

NEWSLETTERS

The Plot Thickens/Thins (monthly, print and website)
The Virtual Plot (weekly, electronic) – 5,000 subscribers

In addition to our weekly e-mail newsletter, we have targeted e-mails for our Signed First Edition Program, Young Adult author programming, highlighted author events, “Ladies, Lunch, and Literacy,” and customers interested in releases from independent presses.

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KEY PERSONNEL

Terry Louchheim Gilman, managing general partner
Maryelizabeth Hart, publicity and events manager

EMPLOYEES

San Diego – 6 booksellers, 2 managers, 1 buyer

The Redondo Beach store is hiring now.

OVERVIEW

Established in 1993, Mysterious Galaxy is a San Diego-based independent bookstore specializing in works of science fiction, mystery, fantasy, and horror. The team at Mysterious Galaxy is comprised of knowledgeable, service-focused professionals who are committed to creating and maintaining a community of readers, authors, and booksellers in Southern California and beyond.

PROGRAMS

Mysterious Galaxy promotes and supports multiple programs inside and outside the store. These include Signed First Edition Programs, book groups, writers' programs, community events such as "Ladies, Lunch, and Literacy," and partnerships with local libraries.

Further information is available online and in brochures.

OUTSIDE EVENTS/FESTIVALS

Mysterious Galaxy participates in numerous local and national events:

Comic-Con International (15 years)

Los Angeles Times Festival of Books (15 years)

Men of Mystery (8 years)

The Orange County Children's Books Festival (3 years)

Tucson Festival of Books (3 years)

TusCon

Phoenix Comicon

Southern California Writer's Conferences

Other local conferences including ConDor, the World Fantasy Convention (2011)

Passion & Prose (Created by Mysterious Galaxy, the inaugural event will be held in 2012)

The store also supports its publishing partners by providing books and booksellers at a variety of outside events and conferences.

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SALES REPORTING

New York Times
Los Angeles Times
Southern California Independent Booksellers Association
IndieBound
Locus magazine (online and print)

AFFILIATIONS/ASSOCIATIONS

Member of ABA
Member of SCIBA
Member of SDBA
Member of IMBA
Member of the San Diego Coalition of Bookstores

EVENT CAPACITY

San Diego, in-store = 250
San Diego, outside events = up to 1,500
Redondo Beach, in-store = 500
Redondo Beach, outside events = up to 1,500

The Redondo Beach store will have a high-tech event center with the ability to record events and Skype authors for in-store events

MEDIA

Mysterious Galaxy has calendar and editorial contacts at media outlets around southern California's metropolitan areas, including major newspapers like *The Los Angeles Times*, *The San Diego Union-Tribune*, *The Long Beach Press-Telegram*, *The Orange County Register*, and *The Inland Empire Press-Enterprise*.

The stores can also publicize events with several local, community papers; university and college newspapers; bloggers; social media; trade publications; and press release distribution services.

TIMELINE

Highlights from Mysterious Galaxy's 18-year history:

May 8, 1993: Mysterious Galaxy opens with genre stars such as Gregory Benford, Ray Bradbury, David Brin, Robert Crais, Raymond E. Feist, and Vernor Vinge.

August 1995: Mysterious Galaxy launches the Signed First Edition Program with *Belgarath the Sorcerer* by David and Leigh Eddings.

March 1998: Mysterious Galaxy hosts the Left Coast Crime conference with over 300 guests and guest of honor, Elizabeth George.

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April 2000: Mysterious Galaxy moves to its current (and final) location, with great freeway access and many food and beverage neighbors.

July 2001: Maryelizabeth Hart becomes an integral part of Comic-Con International, coordinating and moderating panels.

October 2003: Mysterious Galaxy becomes the bookseller for “Men of Mystery.”

2003: Mysterious Galaxy launches its Indie Commerce website with the American Booksellers Association.

May 2006: Mysterious Galaxy celebrates a “book mitzvah” – 13 years in business – with five non-profit partners that will benefit from bookstore sales over the next two years.

June 2006: Mysterious Galaxy begins participating in Arizona events, including Thrillerfest, Tucson Festival of Books, Phoenix Comicon, and TusCon.

November 2005: Mysterious Galaxy launches *The Virtual Plot*, a weekly e-newsletter carrying news and information to customers.

2007: Mysterious Galaxy launches the Signed First Mystery Picks with Lisa Lutz and *The Spellman Files*.

April 2008: “Ladies, Lunch, and Literacy” launches in the South Bay, Los Angeles with debut author Lauren Groff and 70 attendees. The first non-profit beneficiary is WriteGirl, which receives thousands of dollars and many new volunteers to help them with their educational efforts.

September 2009: Mysterious Galaxy partners with the San Diego County libraries to bring Young Adult authors to local libraries and schools.

December 2010: eBook education and promotion begins; Mysterious Galaxy sells eBooks on its website.

June 2011: Spark Enterprise, the business arm of Mysterious Galaxy, will launch, bringing renowned business authors into organizations, delivering front-row access to thought leadership, insight, and leading-edge research.

October 2011: Mysterious Galaxy will be the host bookstore to World Fantasy in San Diego.

October 2011: Mysterious Galaxy Redondo Beach will open with major author appearances over the first 30 days of its grand opening events.

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