

Appalachian Literary Arts Festival



AUGUST 29–30, 2026

We're thrilled to announce the inaugural Appalachian Literary Arts Festival, located in downtown Morehead, Kentucky on August 29–30, 2026. For decades, Morehead has been a hub of literary work — Morehead State University has been a home for regional greats like Crystal Wilkinson and George Eklund — and is situated conveniently between Lexington and our eastern Appalachian writing centers, like Hindman Settlement School. Morehead is also our home; CoffeeTree Books is a family-owned bookshop that has celebrated the literary arts in our region for over three decades.

At the Appalachian Literary Arts Festival, we have partnered with nearly all of downtown Morehead's businesses to feature a large diversity of authors, keynotes, workshops, a literary show, custom craft beer, bourbon tastings, literary tattoos, arts and crafts, camping, hiking, theater, games, food trucks, and live music. We seek to grow interest in local authors and encourage the next generation of creators.

The Festival will be a hub for Kentucky and surrounding Appalachian states' authors to come together to network with one another, reach out to small presses, and grow their audience with fans and readers of all ages. We believe that a strong community can move mountains, which is what inspired us to bring together writers of Appalachia in an effort to dissolve the boundaries that limit their reach and connect them with others within the industry.

159 E. MAIN STREET | MOREHEAD, KY 40351 | 606-784-8364 |
WWW.APPALACHIANLITERARYARTSFESTIVAL.COM

Social Media

f 8,616 followers
📷 3,122 followers
✉ 3,756 subscribers

Print, online, podcast and radio advertising to reach the maximum audience

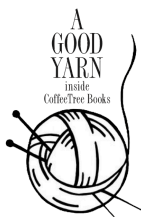
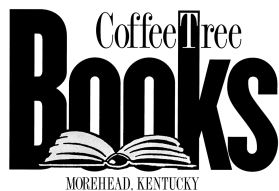
Event Contact

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Follow Us



Facebook Instagram



In Store Events

- Keynotes on stage with 100+ seats
- tables available for local authors indoors
- limited sidewalk spaces available for vendors
- drink specials, merch and more

Event Promotion

- Press releases sent to over a dozen print and online media outlets and event partners
- Online event calendars
- Event posts and links
- Email blasts to 3.6K+ subscriber email list
- In-store signage and display tables, sidewalk chalk board, and community bulletin board
- Dedicated and repeated social media postings and radio ads
- Morehead State University — Camden Carroll Library advertising and distributing materials to MSU students

Offsite Venues & Events

- Friends of Rodburn Hollow Park: campsites and Walk with an Author
- Sawstone Brewing Co: specialty craft beer, live music on stage at Battson Oats & poetry event upstairs
- Rowan County Arts Center: writing workshops on Aug. 29, literary show and vendors on Aug. 30
- The Stargazer Lounge: trivia and games
- Rowan County Public Library: Shooting Stars/Lexington Children's Theatre will host a puppet show and storytelling event
- WhimziWorks Art Studio: Appalachian crafts for kids and adults, as well as book bedazzling experiences
- Holbrook Drug Pharmacy: special menu and merchandise for the event
- Quilter's Candy Shop: quilting/storyteller's event
- New Frontier: a special shirt design
- Back Alley Tattoos: literary tattoo flash sale
- Meg's Culinary Kitchen: wood-fired pizza truck

Event Partners

- Morehead State University/Camden Carroll Library
- WhimziWorks Art Studio
- Sawstone Brewing Co.
- Holbrook Drug Pharmacy
- Rowan County Public Library
- Quilter's Candy Shop
- The Stargazer Lounge
- Roll Over Ice Cream and The Hound Lounge
- Rowan County Arts Center
- Morehead-Rowan Co. Chamber of Commerce
- Morehead-Rowan County Tourism
- Downtown Morehead Inc.
- New Frontier
- Back Alley Tattoo Shop
- Friends of Rodburn Hollow Park
- Shooting Stars Youtheatre
- Mountain Laurel Woodworks
- Meg's Culinary Kitchen
- MunCheez Food Truck
- Titan's Chaos Games
- Hindman Settlement School
- Bloodroot Young Writers Collective
- Fat Patty's



Step into the outdoors in Morehead and Rowan County. Nestled in the Daniel Boone National Forest and designated an official Kentucky Trail Town, there are over 100 miles of multi-use trails for any age & ability and Cave Run Lake, a 8,000 acre lake. Art galleries, museums, a symphony orchestra, locally roasted coffee, and boutique shops, await you.

Here's how ALAF can help you as an author or publisher:



2026 • Morehead, Ky

In addition to exciting, family-friendly events, it's imperative for us to lift up authors and publishers who have ties to Appalachia and celebrate their work. After all, they make our profession possible!

Networking Opportunities

We'll be selecting around 40 authors for our in-store meet and greet event at CoffeeTree Books, plus keynote authors, workshop authors, and more. Even our musicians are authors. The 6,000 square foot space will be perfect for interacting with likeminded writers and making connections that matter.

We'll also be hosting a number of publishers who are providing information about what they do and upcoming news from their imprints. We hope our attending authors and publisher representatives find our cozy, mountain town the perfect place to forge lasting connections with those in the industry.

A Writing Hub

Writers love readers — there's no better place to find both than the Appalachian Literary Arts Festival. Support from Morehead Tourism and our sponsoring partners has given us a robust reach to readers across the region, and with no ticket costs, we expect to welcome plenty of book-loving patrons to town for the event.

We'll Take Care of Sales

No need to worry about printing cost, supplying books, and managing sales. CoffeeTree Books will provide books for all attending authors, and the sales will be taken care of in-store or at our outdoor bookselling booth. This will provide authors the opportunity to chat with patrons and hand sell their titles worry free.

The Future Is Now

The Appalachian Literary Arts Festival 2026 is the very first book festival in Morehead, Kentucky. But it won't be the last. We plan for this inaugural event to reoccur at the end of August every year moving forward. We'll be cycling out new workshop leaders, keynote speakers, and events each year; if you're interested in teaching a course or speaking on the stage about your work, witnessing the festival firsthand is a great way to start.

Interested in joining us for this fabulous new festival? You can fill out author and publisher applications by visiting our website: appalachianliteraryartsfestival.com