

Appalachian Literary Arts Festival

APPALACHIAN LITERARY ARTS FESTIVAL

Last weekend in August

We're thrilled to announce the second annual Appalachian Literary Arts Festival, located in downtown Morehead, Kentucky, happening the last weekend in August. For decades, Morehead has been a hub of literary work — Morehead State University has been home to 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 bookstore 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, 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 is an epicenter 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

8,616 followers
3,122 followers
3,756 subscribers

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

Event Contact

Andrew Preston
appalachianliteraryarts@gmail.com

Follow Us

Facebook
@appalachianliteraryartsfestival

Instagram
@appalachianliteraryartsfest

In Store Events

- Keynotes on stage with 85+ seats
- Tables available for local authors indoors
- Drink specials, merch and more
- All book sales provided by CoffeeTree

Event Promotion

- Press releases sent to print and online media outlets and event partners across Appalachia
- Live takeovers and social media partnerships
- Conference outreach
- Online event calendars
- Email blasts to 3.6K+ subscriber email list
- In-store signage and display tables, and sidewalk and community bulletin boards
- Dedicated and repeated social media postings and radio ads
- Morehead State University — Camden Carroll Library advertising and student outreach

Event Partners

- James Baker Hall Foundation
- Morehead State University/Camden Carroll Library
- WhimziWorks Art Studio
- Sawstone Brewing Co.
- Holbrook Drug Pharmacy
- Rowan County Public Library
- Quilter's Candy Shop
- 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
- Maysville Community Technical College

Offsite Venues & Events

- Friends of Rodburn Hollow Park: 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, literary show and vendors
- Rowan County Public Library: Youth outreach and storytelling events
- WhimziWorks Art Studio: Appalachian crafts for kids and adults, as well as book bedazzling
- Holbrook Drug Pharmacy: special menu and merchandise for the event
- Quilter's Candy Shop: quilting demo and storyteller's event
- New Frontier: offical ALAF shirt design
- Back Alley Tattoos: literary tattoo flash sale
- Meg's Culinary Kitchen: wood-fired pizza truck
- Muncheez Food Truck: specialty grilled cheese sandwich truck
- Titan's Chaos Games: Dungeons & Dragons and trading card game specials
- Fat Patty's: special discounts for authors and festival patrons





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:

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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. The 6,000 square foot space will be perfect for interacting with like-minded 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 workshop bookselling booth. This will provide authors the opportunity to chat with patrons and hand sell their titles worry free.

Looking Back and Moving Forward

The 2026 Appalachian Literary Arts Festival was the very first book festival in Morehead, Kentucky. It was a smashing success with 2.4k visitors from 12 states, more than 42 authors, and over 600 books sold. All four writing workshops sold out, the Rowan County Arts Center had to open a second gallery for submissions and it was their best selling exhibition, open mic night had a waiting list, concerts were highly attended and all of the event feedback was extremely positive. A benchmark to beat in 2027!

Interested in joining us for the second iteration of this festival? You can fill out author, publisher and vendor applications by visiting our website: appalachianliteraryartsfestival.com