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FOR IMMEDIATE RELEASE

BEATING THE ODDS, MARTINEZ BOOKS & ART GALLERY CONTINUES TO STRIVE IN ORDER TO SURVIVE

Café con canela, art raffles, community outreach, sidewalk sales, new authors and Facebook – Librería Martinez is not downsizing, just modernizing in order to survive the difficult times.

SANTA ANA, CA – Immediately after its grand re-opening in February 2009, Librería Martinez, established by the modest barber Rueben Martinez in 1993, changed it's way of selling books by opening it's doors to volunteer employees and grass root marketing. Due to the recent changes in the economy, Martinez had to do away with commercial advertising completely, but he is beating the odds by allowing for new ideas to surface through community outreach and business modernization.

Librería Martinez is hosting a “*Sidewalk Book Sale*” on August 1st, from 11-7pm. They will have their daily café con canela brewing for their customers along with tables covered in books listed at very low prices, even a “*Make me an offer table*” that will be supplied with a bowl accepting spare change. They will also be featuring hundreds of quality vintage books for our fellow book connoisseurs. The sale will be staffed by community volunteers that include local authors, Chapman University and Santa Ana students as well as gracious community members.

Along with its focus to provide a large selection of books in Spanish, the Martinez Books & Art Gallery aims to empower the community by hosting live author events and promoting reading and writing programs through various local resources. In collaboration with El Centro Cultural de Mexico, Martinez is hosting Richard T. Rodriguez, Santa Ana native and author of *Next of Kin*, on August 8th from 7-9pm at the Breath of Fire Latina Theatre in Santa Ana. On August 23rd, *Barrio Writers*, a writing program for Orange County teenagers initiated by local author Sarah Rafael García, will present their new works from 3-6pm at Librería Martinez as a preview for their upcoming book. Supporting authors will include Gustavo Arellano, Jamie Martinez Wood, Sandra Lopez and Juan Farías Alvarez.

Additionally, Librería Martinez is promoting monthly art raffles to promote art appreciation in our community. Each month a new art piece is chosen as the prized item, tickets are sold and a recipient is drawn at the end of the month. The winner receives the selected piece from Rueben Martinez himself. The most recent modern change for the classic bookstore is the addition of its Facebook page. They invite fans and booklovers throughout the nation to demonstrate their support online and help keep this independent bookstore open for Spanish readers, bilingual children, young writers and the communities that make up our families.

Librería Martinez is located at 1200 N. Main Street Suite #100D, Santa Ana, CA 92701. Everyone is invited to visit the bookstore and join their mailing list to receive additional information about future events and book sales.

To obtain additional information about upcoming events please contact: Librería Martinez at (714) 973-7900, email: alice@latinobooks.com and find Martinez Books & Art Gallery on Facebook, become our friend and help us promote literacy programs in our communities.

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