

# INDIGO ANNOUNCES THREE NEW BOOK CLUBS

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*Indigo fosters community of booklovers with three monthly book clubs: Heather's Book Club, Cookbook Club, and the BFF Book Club*

Toronto, ON (July 2, 2019) – Indigo Books & Music Inc. (TSX: IDG), the world's first cultural department store for booklovers, is pleased to announce three books clubs now available at Indigo: Heather's Book Club, Cookbook Club and the BFF Book Club. Through the launch of these monthly book clubs, Indigo hopes to inspire readers across the country to connect over a great book.

As more Canadians seek genuine human connection, book clubs have become a highly sought-after group activity, with 28% of Canadian readers belonging to a book club or reading group.<sup>i</sup> Each of Indigo's book club provides different formats of book clubs and genres of books to encourage readers of all interests to participate.

Indigo's expert booksellers are dedicated to taking the stress out of choosing that next great book by offering Canadians top book recommendations for varying interests including guaranteed fiction titles, new and hot cookbooks and empowering non-fiction reads.

## **Heather's Book Club**

Each month, Indigo CEO and Chief Booklover Heather Reisman will recommend a book that she's richly enjoyed and wants to share as her book club pick. From suspenseful page turners to iconic love stories, each pick will be featured on the Indigo Inspired Blog with a personal note from Heather on why she loved it, as well as book club conversation starters. Book Club members are encouraged to share their thoughts on the title with the hashtag #HeathersBookClub.

"For years, I have hosted book club gatherings with some of my dearest friends, and now I am delighted to share my personal book club recommendations with passionate readers across the country," said Heather Reisman, Indigo CEO and Chief Booklover. "I've always believed that stories connect us, and with this new book club I hope to inspire interesting and thoughtful conversation with a community of readers. I would love to hear from booklovers across the country about their recommendations as well!"

Heather's Book Club pick for July is [Becoming Mrs. Lewis by Patti Callahan](#), a historical novel based on the improbable love story of writers Joy Davidman and C.S. Lewis.

For more information on Heather's Book Club, [click here](#).

## **Cookbook Club**

A great reason to get together, Indigo's Cookbook Club encourages friends to gather over food. Each cookbook club member is encouraged to choose a recipe or two from each month's featured cookbook and bring the dish to bring to a potluck style dinner with friends.

While 68% of book-buying book club members meet in-person, 34% meet exclusively online<sup>ii</sup>, which is why customers are also encouraged to share online with a digital community of fellow food lovers using the hashtag #CookWithIndigo. Plus, each month food lovers have the chance to win next month's cookbook by

sharing a photo of their finished dish, recipe name and page number using the hashtags #CookWithIndigo and #Contest on Instagram, Facebook or Twitter.iii

“We know that connecting across a table, enjoying a shared meal, and the pleasure of making time for each other has never been more important,” said Amanda Gauthier, Category Manager, Books, Lifestyle. “Joining our cookbook club helps you make the commitment to share and discover new recipes and get back into the kitchen in a way that will bring inspiration to your friends and family.”

The July Cookbook Club pick is [Vegetables First by Ricardo Larrivee](#), a vibrant celebration of the tastes, textures, colours and possibilities that vegetables have to offer.

Customers are invited to visit [indigo.ca/cookbook-club](http://indigo.ca/cookbook-club) each month to see the latest pick and receive three free recipes.

### **BFF Book Club**

In partnership with Bumble – a social network by women, for everyone – the BFF Book Club is a unique book club that is dedicated to connecting readers across the country.

Each month, Bumble BFF users in Canada receive an exclusive discount on the current month’s pick to use at Indigo stores and indigo.ca. Monthly discussion questions are available on the Bumble Buzz blog to help users host their next book club gathering. Book club picks range from inspiring memoirs to advice for growing your career. Plus, BFF users should keep their eyes out for invitations to a BFF Book Club experience in select cities across Canada.

"We have hosted a number of Bumble BFF author meet and greets events offline and know that our users make real connections over what they are reading," said Emily Ramshaw, country lead for Bumble Canada. "Books are a great conversation starter, and historically a source of empowerment. Indigo is such a natural fit to help foster our community. We are very excited about the BFF Book Club, and know that our users are too."

The July BFF Book Club pick is [More Than Enough by Elaine Welteroth](#). In this part-manifesto, part-memoir, the revolutionary editor who infused social consciousness into the pages of Teen Vogue explores what it means to come into your own—on your own terms.

To join the BFF Book Club, download Bumble and switch into BFF Mode. Users can match with the BFF Book Club profile to find the exclusive code.

For more information on the Indigo x Bumble BFF Book Club, [click here](#).

For additional recommendations, please visit Indigo’s dedicated [Book Club](#) online page, and for more information on Indigo, please visit Indigo.ca.

### **About Indigo**

Indigo Books & Music Inc. is a publicly traded Canadian company listed on the Toronto Stock Exchange (IDG). Indigo is the world’s first Cultural Department Store – a physical and digital meeting place inspired by and filled with books, music, art, ideas,

and beautifully designed lifestyle products. Indigo believes in real books, in living life fully and generously, in being kind to each other and that stories – big and little – connect us.

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<sup>i</sup> “Podcast: The first rule of book club is tell us all about your book club,” *Booknet Canada*, accessed June 20, 2019, <https://www.booknetcanada.ca/blog/2018/9/28/the-first-rule-of-book-club-is-tell-us-all-about-your-book-club>

<sup>ii</sup> “Podcast: The first rule of book club is tell us all about your book club,” *Booknet Canada*, accessed June 20, 2019, <https://www.booknetcanada.ca/blog/2018/9/28/the-first-rule-of-book-club-is-tell-us-all-about-your-book-club>

<sup>iii</sup> No purchase necessary. Contest open June 1 – November 30, 2019 and is comprised of six separate contest months (each a “Contest Month”). Open to residents of Canada who are age of majority or older, and have a registered Instagram, Facebook and/or Twitter account. Limit: one entry per person per Contest Month. 1 prize available to be won from eligible Instagram entries, Facebook entries and Twitter entries for a total of 3 prizes per Contest Month. Each prize consists of the Indigo’s following month cookbook pic (ENG titles only) (ARV \$35). To enter during any Contest Month entrants must upload an eligible video and share his/her experience on a recipe from the Indigo Cookbook of the Month and include the name of the recipe and the page number it was found on to his/her Instagram, Facebook and/or Twitter feed, follow @chaptersindigo, use hashtags #CookWithIndigo and #Contest, and tag @chaptersindigo. Winners to be determined via a random draw on July 2/19, Aug. 6/19, Sept. 3/19, Oct. 1/19, Nov. 5/19 and Dec. 3/19 for Contest Months one through six, respectively, Odds of winning depend on number of eligible entries received during each Contest Month. Mathematical skill testing question required. For full contest rules [click here](#).