



Vroman's Bookstore and Journal of Alta California Announce New Partnership

Relationship with Vroman's and Book Soup Highlights Alta's Literary Aspirations

Pasadena, CA – May 10, 2018 – Southern California's Oldest and Largest Independent Bookseller, [Vroman's](#) Bookstore and the Vroman's owned West Hollywood independent bookstore Book Soup are proud to announce their brand-new relationship with the [Journal of Alta California](#), an exciting print and online magazine that was launched by William R. Hearst III in October of 2017.

The stores and Alta will collaborate on in-store events and promotional campaigns under the joint brandings of "Vroman's Bookstore and Alta Present" and "Book Soup and Alta Present".

Vroman's Bookstore and Book Soup (Bookseller to the Great and Infamous) host up to 800 author events annually at their locations in Pasadena and West Hollywood. Past events have featured Hillary Clinton, Chuck Palahniuk, Deepak Chopra, Joan Didion, and David Lynch. Vroman's Bookstore also hosts many kids' events, writing classes and Democracy Wise, a non-partisan speaker series designed to educate on topics of key importance to our democratic system, community, and country.

Vroman's President/CEO Allison Hill says, "We are so excited to have Alta as the sponsor of our event series. This smart, fresh magazine is everything that we celebrate as

an independent bookstore—culture, politics, books, beautiful design—and the fact that Alta’s focus is on our beloved home state gives us even more reason to celebrate. California deserves a magazine like this. We’re looking forward to a partnership that supports and promotes Vroman’s and Book Soup’s robust event series—connecting readers with the authors they love—and supports and promotes Alta as they connect with their own readers through their own robust multimedia offering: the quarterly magazine, website and social media.”

The Journal of Alta California is a quarterly magazine that puts a spotlight on the arts, culture, literature, and history of California. The Summer 2018 issue, features articles such as “The Predators Walk Among Us” about North America’s coyote move into urban areas and “The Trials and Tribulations of Libby Schaaf” about Oakland’s mayor. Also included in the issue is a story on California’s Car Culture, written by author, critic, and former LA Times Book Editor, David Ulin.

“I felt the time was right for a smart, in-depth magazine with a western perspective,” said Will Hearst, publisher and editor-in-chief of Alta magazine “Alta’s partnership with Vroman’s and Book Soup bookstores matches up well with our plans to provide literate, interesting coverage for people who love California. We’re thrilled to partner with such a well-respected Southern California bookstore.”

ABOUT VROMAN’S AND BOOK SOUP

Vroman's Bookstore was founded in 1894 and is Southern California's oldest & largest independent bookstore. Vroman’s is a general bookstore located in Pasadena that hosts over 400 community events each year, including author signings, writing workshops, children's storytimes, craft classes, and lectures. Vroman's is a cultural center and a literary institution.

Book Soup was founded in 1975 and is Southern California’s Bookseller to the Great & Infamous located on the legendary Sunset Strip. Book Soup hosts over 300 author events each year featuring a variety of celebrity authors, including Muhammad Ali, Annie Leibovitz, Chuck Palahniuk, Hunter S. Thompson, Grace Jones, and Elvis Costello.

ABOUT THE JOURNAL OF ALTA CALIFORNIA

Based in San Francisco and founded by [William R. Hearst III](#), Alta is a celebration and examination of all things about California and its environs: the lifestyle, the history, the people, the environment, the arts, the culture, the politics. Trends start in California; Alta identifies those trends and brings them to light and into focus. Drawing on inspiration from magazines such as The New Yorker, Vanity Fair and Rolling Stone, Alta is smart, witty, literary, informative and newsy. Alta is a multimedia entity: a quarterly magazine, a daily website and social media, and a regular series of events featuring talks by interesting people. Above all, Alta treasures great journalism, great storytelling and beautiful images. For more information, go to altaonline.com.

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MEDIA CONTACTS

- Jennifer Ramos, 626-449-5320, jramos@vromansbookstore.com
- Amy Bonetti, Alta Magazine, 415-407-9008, amy@altaonline.com