

JUMP INTO THE MIGHTY, MAGICAL WORLD OF WALDO WITH WIZARD WHITEBEARD!

JULY 2026

Back by overwhelming
demand for a 14th year!



**FIND ME
TOO!**



FIND WALDO LOCAL

"We're thrilled to once again partner with Candlewick Press in its 14th year of Find Waldo Local! From indie bookstores to beloved local businesses, communities are invited into a whimsical world of search-and-find fun as FWL stirs up a mighty, magical mix-up!"

—Courtney Wallace, ABA Marketing Manager and Indie Bookstore Day Program Director

Online preregistration begins on January 15, 2026, at
www.bookweb.org/find-waldo-local-2026.

Don't miss out! Participation will be capped at 325 bookstores.

Brought to you by Candlewick Press and the American Booksellers Association.



DEAR ABA BOOKSELLERS,

Thanks to you, since 2012, kids and adults in more than seven hundred communities in all fifty states have spent time each summer searching for yours truly in local bookstores and businesses. It's been such an honor to partner with you on this annual free and fun event—let the magical adventure begin for 2026!

—Waldo



FAQ

What is Find Waldo Local?

A community-wide Shop Local scavenger hunt, hosted by ABA-member bookstores and other local businesses, during the month of July. Waldo-watchers young and old can search for Waldo in multiple local stores and attend a culminating party held at your store.

What are the requirements?

Participating host bookstores agree to:

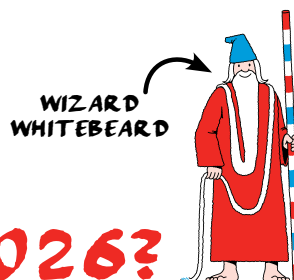
- Preregister by February 15, 2026, at www.bookweb.org/find-waldo-local-2026
- Place a 30+ copy Where's Waldo? book order by April 15, 2026 (future ship dates up to June 15 are accepted)
- Dedicate a store window and in-store display to Find Waldo Local during July 2026
- Host a Find Waldo Local party at the end of July 2026

Find Waldo Local host bookstores are eligible for the following special FWL offers:

1. +4% discount (PRH dating terms apply) on initial FWL book order and on reorders through July 31, 2026.
2. \$120 automatic FWL co-op pool to be used for ANY expenses related to FWL (party supplies, copying costs, coupon redemptions, etc.). *This benefit is only available to stores with returnable Penguin Random House accounts.*

Questions?

Contact Team FWL at findwaldolocal@candlewick.com.



WHAT'S NEW FOR 2026?

New Character Search! Wizard Whitebeard will be hiding somewhere in your store! We'll be sending you a Wizard Whitebeard mini standee to spice up the hunt.

New Prize! This year the prize for Waldo-watchers who find Waldo in at least ten different stores will be Where's Waldo? posters!

Other Updates: Brand-new activity sheets to use at your FWL parties! This time they're all themed around the wonderful, magical Wizard Whitebeard.

WHAT FIND WALDO LOCAL RESOURCES ARE AVAILABLE TO MAKE YOUR EVENT A SUCCESS?

Candlewick will send you a kit containing all the physical materials you'll need; instructions and downloadables for hosting a successful Find Waldo Local event will be available at <https://www.bookweb.org/findwaldotoolkit> in late March.

The kit will include:

- 25 Waldo mini standees (for your bookstore and participating businesses)
- 1 Wizard Whitebeard standee for the host bookstore
- 25 Shop Local window clings (for your bookstore and participating businesses)
- 125 Find Where's Waldo? Local posters
- Where's Waldo? prize books*

Downloadable materials will include:

- Stamp card templates
- 2026 Wizard Whitebeard-themed activity sheets
- Reproducible activity sheets, coupons, bag stuffers, and photo frames
- Social media assets to excite your community, including sample posts and editable graphics
- Instructions on inviting other businesses to join in the fun
- A template for a press release to send to local media
- A FWL planning timeline
- FWL party ideas

STORES THAT ARE PARTICIPATING IN FIND WALDO LOCAL FOR THE FIRST TIME WILL ALSO RECEIVE A 4-FOOT WALDO STANDEE.

Please note that stores do not have permission use to Waldo imagery on any items that will be sold, any food items, or other merchandise of any kind, such as T-shirts. This also applies to any items being created for promotional use or giveaways.

Questions? Contact Team FWL at findwaldolocal@candlewick.com.

WINDOW CLING



MINI WIZARD WHITEBEARD STANDEE



\$1.00 COUPONS



WALDO STANDEES

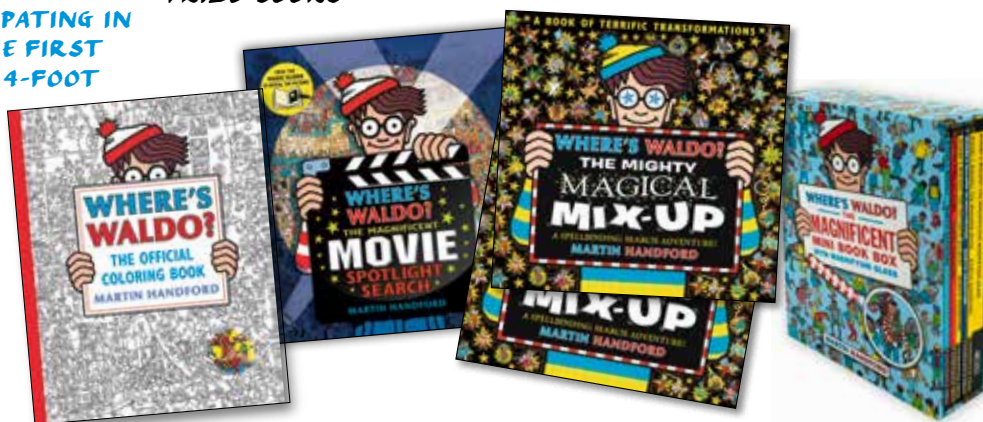


★ NEW PRIZE! A WHERE'S WALDO? THE MIGHTY MAGICAL MIX-UP POSTER

ACTIVITY SHEET



WHERE'S WALDO? PRIZE BOOKS



*Prize books will be sent from the PRH warehouse separately from the FWL kit.

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WHAT ABA-MEMBER BOOKSTORES ARE SAYING ABOUT FIND WALDO LOCAL



"We've been doing the Waldo hunt for a long time, and the other businesses in our downtown consistently tell us it's one of the highlights of their year." —Chris Saccheri, Linden Tree Books, Los Altos, CA

"FWL has become something of an institution in Edmond. We have regular customers asking when it starts/if they can get a passport as early as May or June . . . It's a fantastic program that our community loves, and it seems like there's more and more people participating each year!"
—Jenny Ancik, Best of Books, Edmond, OK

"Always a highlight of our July! Lots of easy collaboration with local businesses, repeat Waldo-hunters, and new Waldo-hunters! The community looks forward to FWL every July."
—Sarah Klock, Andover Bookstore, Andover, MA

"We absolutely love FWL and were so happy to have kids come into the store to find him this summer after being closed last year due to flooding! The businesses we partner with are always super excited for Waldo, and it creates such great community in our neighborhood!"
—Maggie Parrish, East City Bookshop, Washington, DC

"It was the first time our community participated in the Waldo hunt, and so many of the businesses that participated were so excited to be asked and discovered by the Waldo-seekers!"
—Madison Duckworth, Saltwater Bookshop, Kingston, WA

"For the first year ever, businesses were approaching us asking to participate, and customers started asking in June when the Waldo event was going to start. We also had many families making this a multifamily meetup event to walk the downtown as a group and shop and eat and play together. It was very sweet!"
—Megan Waterman, The Book Nook, Canby, OR

"It was exciting that it was our first year doing it. I enjoyed talking to the kids about where they found the Waldo in each store or what their favorite, most difficult, and funniest Waldo spottings were."
—Lindsay Hall, Pamlico Books, Washington, NC

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