

FOR IMMEDIATE RELEASE

FIND WALDO IN CHELSEA!

Iconic Children's Book Character

Continues to Create Summertime Fun to Support the Shop Local Movement

Chelsea, Michigan — Where's Waldo? Back in Chelsea, of course! The iconic children's book character in the red-and-white-striped shirt and black-rimmed specs is once again visiting 15 different locations in our downtown this July, including the Farmer's Market, Chelsea District Library, Serendipity Books, and Zou Zou's. Find Waldo Local is a free, family-friendly summer activity and a wonderful way to support local businesses and celebrate community.

Anyone wishing to participate can pick up a 'Find Waldo in Downtown Chelsea' stamp card from Serendipity Books. The stamp card lists all of the locations Waldo is hiding and the various opportunities for prizes.

On Wednesday, July 31st the month-long program will end with a free party from 10 - 11 a.m. at the Chelsea District Library. Enjoy Waldo-themed games and activities, a balloon twister, the grand prize drawing, and other Waldo-themed prizes.

Michelle Tuplin, the owner of Serendipity Books said of the program, "The Where's Waldo hunt is such a great community-wide program. Last year's support was phenomenal, and no doubt one of the reasons Serendipity Books (and Chelsea) was selected to participate again. The biggest surprise - aside from having to reprint the stamp cards 3 times, was the age range of players. We expected plenty of families to play but were thrilled to welcome our oldest participants, a couple well into their 90s!"

In celebration of Waldo's longevity and popularity, Candlewick Press has teamed up with the American Booksellers Association and a selected few independent bookstores nationwide for this hide-and-seek fun. There is no charge to participate, and the hunt lasts for the entire month of July. The concluding party is free. For more information about hunting for Waldo in downtown Chelsea, call Serendipity Books at (734) 475-7148.

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