

Media Kit



*Open Sidewalk Project
Press & Media Resources*

Last updated: November 2025

This media kit provides everything journalists, bloggers, and content creators need to cover The Open Sidewalk Project. All materials are free to use with proper attribution.

PROJECT OVERVIEW

About the Open Sidewalk Project

The Open Sidewalk Project is a simple but radical experiment: What happens when books leave shelves and enter the wild? What happens when a story is allowed to travel?

Every book becomes an invitation. Every sidewalk becomes a threshold. Every reader becomes a steward of connection.

The Open Sidewalk Project is a global movement built on a single belief: Stories don't end when the last page turns — they keep traveling.

We encourage readers everywhere to release books intentionally — through small acts of generosity — each accompanied by a reflection, a unique tracking ID, and a quiet hope that it will find the next person who needs it.

Books are set free in cafés, parks, transit stations, Little Free Libraries, street corners, and hand-to-hand exchanges. Each release creates a ripple — a story in motion — and each reflection becomes part of a living archive of kindness, curiosity, and shared discovery.

There is no cost to participate. No membership. No algorithm. Just a book you love, a moment of reflection, and the courage to let it go.

Discover • Reflect • Set Free • Mark the Moment



FOUNDER STORY

The Open Sidewalk Project is an invitation — not to collect more, but to release what has already shaped you.

It began with a single question:

"What happens to the stories we carry if we don't carry them forward?"

Founder **S. Bobby Alexander**, after decades of reading, teaching, writing, and reinventing, realized that the books that had shaped him most were quietly gathering dust. Their pages were closed. Their stories were still. They deserved movement, not storage.

He began releasing books with reflective notes, leaving them where someone else might need them — and inviting others to mark their own moments of meaning. That first experiment became a pathway. A pathway became a sidewalk. And the sidewalk became a movement— one book at a time.

The project rests on one simple philosophy: Every person becomes both storyteller and steward when they release a book with intention.

Too often, books sit still. Their stories go quiet. But stories aren't meant to gather dust. They're meant to gather people. They live when they're passed forward — when they travel into the hands of someone who didn't expect them, at a moment they might need them most.

The book on your shelf — the one still echoing from the last time you read it — you may not know who needs it today. But somebody will, someday. Have the courage to carry it forward.

**A release is momentum. Momentum becomes memory.
And every release is proof the story lives.**

THIS IS HOW THE SIDEWALK STAYS OPEN: ONE BOOK. ONE ACT. ONE STORY CARRIED FORWARD.

A Movement Made of Many

Every participant becomes both storyteller and steward — proof that generosity, when freed from form, can travel anywhere.

Discover. Reflect. Set Free. Mark the Moment. Stories don't just connect us — they keep the sidewalk open. When the sidewalk ends, the story begins.



KEY FACTS & TALKING POINTS

- Every book is registered with the global **BookCrossing network** — over 1.1 million members across 132 countries — making each release part of a worldwide movement
- Reader-led, community-driven, and rooted in generosity
- Books are released intentionally through wild drops, hand-to-hand gifts, and Sidewalk Stations
- Each book includes a unique **BCID** so it can be tracked as it travels
- Participants write a **Sidewalk Reflection** to share what the book meant to them
- New readers can update the journey with their own reflections and locations
- Open to everyone — readers, libraries, authors, teachers, book clubs, and community groups
- **There is no cost to participate**
- The goal: the world's first **Living Map of Traveling Stories**
- The movement blends analog kindness with digital storytelling — with no advertising, algorithms, or barriers

 **HOW IT WORKS**

Discover • Reflect • Set Free • Mark the Moment

1. Discover a Book

A story that shaped you, helped you, or stayed with you.

2. Register It — Reflect

Receive a BCID that allows the book's journey to be tracked.

3. Prepare It

Add the Label Kit, your Sidewalk Reflection, and the release instructions.

4. Release It — Set Free

Wild or direct — a café table, a park bench, a hand-off, or a Sidewalk Station.

5. Mark the Moment

Upload your reflection and release details to the project archive.

6. Follow the Journey

Watch as your book continues moving — connecting readers across places and seasons.

7. Carry It Forward

Share the journey link with friends, family, libraries, or your wider community.

❓ FREQUENTLY ASKED QUESTIONS

Is this a nonprofit?

No. It's a free, open-participation movement powered by readers and storytellers.

Does it cost anything to join?

No. Anyone can release a book, track a book, or participate.

Where do the books come from?

From participants. You can release a book you already own or purchase one specifically to share.

Do books really travel far?

Some travel a few blocks. Some cross states or continents. Every journey is unique.

How do I know where my book goes?

Each book includes a BCID that allows finders to record reflections and locations.

What if nobody logs my book?

It still counts. The act of release itself is meaningful — and the story may still be traveling quietly.

Can organizations participate?

Yes — libraries, reading groups, book clubs, bookstores, schools, and community centers are welcome.

Is personal data required?

Only an email for BCID delivery and optional reflections. No tracking. No advertising. No selling of data.



SOCIAL MEDIA DESCRIPTIONS

Short Descriptions (Use Anywhere)

25 Words

The Open Sidewalk Project invites readers to release books intentionally, track their journeys, and contribute reflections — creating a living map of traveling stories.

50 Words

The Open Sidewalk Project is a global, reader-led movement where books are released with reflective notes and tracking IDs. Each release creates a ripple of generosity, connection, and shared discovery. Anyone can participate — no cost, no membership, no barrier beyond a book and a moment of reflection.

100 Words

The Open Sidewalk Project is a movement dedicated to keeping stories alive by setting them free. Participants release books intentionally — through wild drops, hand-offs, and Sidewalk Stations — each with a unique BCID and a personal reflection. New readers log the journey, adding reflections and locations. The result is a living archive of books traveling across neighborhoods, cities, and continents, connecting strangers through generosity and story. No cost. No membership. Just a book you love — and the courage to let it go.



APPROVED BRAND STATEMENTS & QUOTES

Core Quotes for Media Use

"Stories don't end when the book closes — they continue in the hands of the next reader."

"A release is a small act of generosity, and generosity creates momentum."

"Every participant becomes both storyteller and steward."

"Books shouldn't gather dust. They should gather people."

"The sidewalk stays open when stories move."

"When the sidewalk ends, the story begins."

"Do you love books? Do you love stories? Then you already belong here."

"Because stories don't just connect us — they keep the sidewalk open."

"No cost. No membership. No algorithm. Just stories in motion — and the quiet proof that kindness still moves through ordinary places."



HASHTAGS

Primary Hashtags

- #OpenSidewalkProject
- #StoriesWeCarry
- #BooksInMotion

Secondary Hashtags

- #RandomActOfKindness
- #WildRelease
- #BookLovers
- #SetStoriesFree
- #BooksInTheWild
- #SidewalkReflections
- #ISetABookFree



BRAND ASSETS

Color Palette

| | | |
|--|-------------------|--|
| | Teal | #2aa7a1 (trust, connection, depth) |
| | Coral | #ff6b5a (growth, movement, hope) |
| | Cement | #e0e0e0 (warmth, nostalgia, accessibility) |
| | Ink Black | #2e2d3a (text, contrast, clarity) |
| | Golden Rod | #ffd633 (calls-to-action, highlights) |

Typography

| | |
|------------------|------------------|
| Titles | Arial Bold, 24pt |
| Headings | Arial Bold, 16pt |
| Body Text | Arial, 14pt |
| Lists | Arial, 13pt |

Logo Usage Guidelines

✓ DO:

- Maintain clear space equal to the height of the "O"
- Use approved color palette only
- Maintain aspect ratio when resizing
- Use on backgrounds that provide adequate contrast

✗ DON'T:

- Recolor outside the approved palette
- Distort, rotate, or skew the logo
- Add shadows, outlines, or effects
- Overlay patterns or textures



MEDIA CONTACT

For press inquiries, interview requests, or additional information:

The Open Sidewalk Project Team

Email: team@opensidewalkproject.org

Website: opensidewalkproject.org



DOWNLOADABLE ASSETS

High-resolution logos, images, and brand guidelines are available for download at:

opensidewalkproject.org/basecamp

Available Resources:

- Logo files (PNG, SVG, EPS)
- Brand color swatches
- Typography guidelines
- Photo library of book releases
- Founder headshots
- Infographics and visual assets

*"I don't know who needs to read this today —
but somebody will need to read it someday."*

Set stories free. Mark the moment. Trust the journey.

opensidewalkproject.org

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For the latest version of this media kit, visit opensidewalkproject.org/media