

# The Open Sidewalk Project Begins With 100 Books Released Across U.S. and International Cities

Pennsylvania, USA — November, 2025 — The Open Sidewalk Project, a new global literary initiative created by author S. Bobby Alexander, today announced the launch of its pilot program: the wild release of 100 copies of Alexander's novel *Finding Waldo Within* across multiple U.S. cities and three international locations.

Each copy carries a unique QR code and BookCrossing ID, linking it to a living archive where readers can log reflections and track the book's journey. The goal is simple yet radical: to prove that stories don't end on the last page — they continue when shared, carried, and passed along.

"Where the sidewalk ends, imagination begins," said Alexander. "This project is about keeping stories alive in motion. Every time a book changes hands, it sparks a ripple of connection."

The pilot invites participation across multiple audiences:

- **Book Clubs:** Turn shared reads into 'wild releases.'
- **Cafés & Small Businesses:** Serve as 'Sidewalk Stations,' hosting books for the next reader.
- **Volunteers:** Become 'Sidewalk Librarians,' curating and tracking books in communities.
- **Sponsors & Media:** Amplify the impact by aligning with a grassroots literary movement.

The project builds on the global infrastructure of BookCrossing, a community of more than 1.1 million readers across 132 countries. The Open Sidewalk Project extends that foundation into new territory with curated release points, community partnerships, and Waldo — the character from *Finding Waldo Within* — as the project's first ambassador.

The pilot will run over a 90-day period, during which success will be measured by the number of books released, reflections logged, and spaces activated. Future phases will include collaborations with Little Free Libraries, book drives in underserved communities, and a new author release program for indie writers.

**"The sidewalk doesn't end because builders ran out of cement.**

**It ends because imagination begins where certainty stops."**

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## About The Open Sidewalk Project

The Open Sidewalk Project is a literary experiment in generosity. Every book is an invitation, every sidewalk a threshold. By encouraging readers to pick up, reflect, and release books into the world, the project turns stories into shared journeys that ripple across communities.

## About S. Bobby Alexander

S. Bobby Alexander is the author of *Finding Waldo Within*. His work blends literary storytelling with communal imagination, exploring how the stories we carry shape the lives we live. For more information, visit [www.sbobbyalexander.com](http://www.sbobbyalexander.com).

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Media Contact:

S. Bobby Alexander / Founder

[team@opensidewalkproject.org](mailto:team@opensidewalkproject.org)

[www.opensidewalkproject.org/media](http://www.opensidewalkproject.org/media)

**The Open Sidewalk Project**

*A living archive of stories in motion*



2025

Discover • Reflect • Set Free • Mark the Moment