



Start a New Tradition!

Jolabokaflod

Winter Book Night!

This holiday season, Black Cat Books Inc. believes that everybody deserves some relaxation, so we're encouraging a new tradition.

We're borrowing an idea from Iceland where, since 1944, everyone gives and receives books as gifts for Christmas Eve, and then they spend the evening reading.

They call it Jolabokaflod (pronounced: Yo-la-book-ah-flowed) which means 'Christmas Book Flood'. Since that's hard to say and hard to remember, we think of it as 'Winter Book Night', instead.

We would like to suggest that everybody choose a night (or an afternoon) between now and New Year's. Make some hot chocolate or tea, and maybe add some cookies. Then settle in with their choice of book, graphic novel, or comics!



Nowhere to go, and nothing else to do. Just read and relax. We'll be extra impressed if you can get other people to join us, and extra jealous if the weather outside is frightful!

Think of this as a time-out from stress, as a challenge, or as a reward.

Give yourself something fun and easy to look forward to, make time to read, and maybe start a new winter tradition!