For the first time, USF St. Petersburg will host the St. Petersburg Times Festival of Reading on Saturday, Oct. 29, 10 am – 5 pm. More than 10,000 people are expected to attend this free celebration of literacy, which will feature internationally recognized authors, book signings and a variety of other scheduled entertainment along Bayboro Harbor.

Though the final roster isn't complete, this year's festival already includes a who's who of popular authors showcasing their latest releases.

Those scheduled to appear include Candace Bushnell, author of "Sex and the City," who will promote her new book, "Lipstick Jungle;" R.L. Stine, author of the "Goosebumps" series for children, who will talk about his "Mostly Ghostly" series; PBS news anchor Jim Lehrer, "The Franklin Affair;" Doris Kearns Goodwin, whose latest novel "Team of Rivals: The Political Genius of Abraham Lincoln," is slated to be made into a motion picture; and Sue Ellen Cooper, "Red Hat Society: Fun and Friendship after Fifty."

Also on hand will be our very own Ray Arsenault, PhD, "Freedom Riders: 1961 and the Struggle for Racial Justice;" Gary Mormino, PhD, "Land of Sunshine, State of Dreams;" and Lee Ijby, "7,000 Clams."

Guests can also enjoy music, poetry, and open air theater presentations and stroll through a marketplace featuring booksellers, exhibitors and fabulous food vendors. One of the major highlights is a Children's StoryLand, featuring story telling, arts and crafts, as well as interactive games. The College of Education is helping to coordinate a literary character and Halloween costume parade for the event.

For more information, including the latest list of authors, please visit the Festival of Reading Web site at www.festivalofreading.com.