

Colonial Williamsburg

The Colonial Williamsburg Foundation
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Bookstore dedicated to Colonial Williamsburg publications debuts in Merchants Square



Image courtesy of The Colonial Williamsburg Foundation. Download high-res images [here](#).

WILLIAMSBURG, Va. (Aug. 28, 2023) – A new chapter for publications of The Colonial Williamsburg Foundation begins Labor Day weekend with the opening of a Merchants Square bookstore dedicated to the Foundation’s titles.

The Foundation has published books since 1935 on subjects as varied as art and archaeology, history and historic trades, scholarly books, cookbooks and volumes for children and young adults. More than 50 Colonial Williamsburg titles will be available at the Colonial Williamsburg Bookstore, which will be located on the southwest corner of Merchants Square on the second floor of the building that houses J. McLaughlin at 440 West Duke of Gloucester Street. A doorbell will be available at the ground floor level to summon help for customers with limited mobility. The bookstore is scheduled to open Friday, Sept. 1.

Colonial Williamsburg’s publication history began with a book that served as both a traveler’s guide and a history of key events that happened in Williamsburg. “A Brief and True Report for the Traveller Concerning Williamsburg in Virginia,” as the initial edition was called, was written by Rutherford Goodwin, the son of the Rev. Dr. W.A.R. Goodwin, whose preservation efforts led to the restoration and reconstruction of Williamsburg as it existed in the 18th century.

Selections at the Colonial Williamsburg Bookstore include perennially popular titles such as “Restoring Williamsburg,” a lavishly illustrated volume that expands upon the story of restoration efforts that was first documented in “Williamsburg: Before and After.” Visitors to the

store will also find old favorites, including “The Williamsburg Cookbook” and “Williamsburg: The Art of Cookery,” and new favorites, such as “Ghosts Amongst Us” and “Hauntings.”

Books written by historians whose articles have appeared in Colonial Williamsburg’s magazine *Trend & Tradition* will also be available at the store, along with early American history books from such Colonial Williamsburg publishing partners as the Omohundro Institute, University of Virginia Press, University of North Carolina Press and Yale University Press. The store also will carry books affiliated with other museums, including Mount Vernon, Monticello and the Museum of the American Revolution.

The Colonial Williamsburg Bookstore will support the Foundation’s educational mission and will be open seven days a week. It will be operated by the Foundation’s retail partner, Aramark. Daily hours of operation can be found at colonialwilliamsburg.org/cwbookstore.

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About The Colonial Williamsburg Foundation

The Colonial Williamsburg Foundation preserves, restores and operates Virginia’s 18th-century capital of Williamsburg. Innovative and interactive experiences highlight the relevance of the American Revolution to contemporary life and the importance of an informed, active citizenry. The Colonial Williamsburg experience includes more than 600 restored or reconstructed original buildings, renowned museums of decorative arts and folk art, extensive educational outreach programs for students and teachers and 18th-century inspired culinary options from historic taverns situated along historic Duke of Gloucester Street. Colonial Williamsburg Resorts complement the experience, offering guests five unique hotel properties including the iconic Forbes Travel Guide Five-Star, AAA Five Diamond Williamsburg Inn, newly renovated Williamsburg Lodge-Autograph Collection, Williamsburg Woodlands Hotel and Suites, the Griffin Hotel, and authentic 18th-century Colonial Houses. The resort offers a range of events and amenities including four historic taverns, 15 food and beverage outlets providing exquisite culinary experiences from casual to elegant dining, the Golden Horseshoe Golf Club featuring 36 holes designed by Robert Trent Jones Sr. and his son Rees Jones, a world-class full-service spa and fitness center, pools, meeting and flexible event spaces, and scenic gardens providing the perfect venue for weddings and special events. Merchants Square, built alongside the Historic Area in 1935 as one of the first planned shopping districts in the United States, features more than 40 specialty boutiques with products ranging from apparel to fine jewelry, art, specialty foods and gifts. Philanthropic support and revenue from admissions, products and hospitality operations sustain Colonial Williamsburg’s educational programs and preservation initiatives.

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