



End of a Tale....

Dear Friends & Valued Customers,

The last few months, we've all had to navigate unprecedented challenges. Your understanding, flexibility generosity, loyalty and support of the curbside service have filled us gratitude.

Sadly we are announcing Whale of a Tale will be CLOSING at the end of May. The reasons are complicated and also obvious. Our lease is up, the shopping center has been going in a different direction the last few years...and moving the store would have been the BEST option! The hope was to someday retire, pass the torch and Whale of a Tale would continue to live on in the community. Given timing, circumstances, uncertainty and extremely high rent...waiting it out would be difficult and very costly. No opportunity for a farewell party, closing sale, or bittersweet goodbyes. It's best to box everything, surrender the keys, and figure out the next step tomorrow. We are hoping to find a way back to the community and another location when the dust settles... But first a short break!! Our phone number remains the same, and we will keep you posted on any updates.

We are grateful for the opportunity to become friends with thousands of customers...parents, teachers, and librarians while helping build generations of readers. We have wonderful memories, celebrating new books, authors, and illustrators. ...

Irvine has been our home since 1988, and it has been our privilege to serve you and the surrounding communities, schools and libraries. To all the amazing people that have supported us, we are forever grateful...To the brilliant authors & illustrators that visited and contributed to the success of the store, we salute you and send our gratitude. And to the amazing sales reps and publishers who helped make the store the best it could be...thank you! We could not have done it without you!

Thank you to my outstanding staff members and volunteers over the last 32 years, for the dedication, kindness, creativity, patience and commitment...

Thank you for the memories and the magnificent voyage ....stay safe, stay healthy, stay strong, and make time to read together. **Alex-May 27, 2020**

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