

## FOR IMMEDIATE RELEASE

### **Milwaukee's About to Get a Lot Steamier: Thirst Books Grand Opening May 24**

**Milwaukee, WI — April 25, 2025** — Milwaukee's book lovers are in for a swoon-worthy surprise. **Thirst Books**, Wisconsin's **first-ever romance-focused brick-and-mortar bookstore**, is making its debut with a grand opening celebration on **Saturday, May 24, 2025, from 12 p.m. to 6 p.m.** From slow-burn love stories to spicy page-turners, Thirst Books is ready to turn up the heat—and the heart—in the heart of the city.

Founded by local entrepreneur **Kerrie Berg**, Thirst Books is proudly **woman-owned and LGBTQIA+ affirming**, with a mission to uplift stories of love. The shelves are packed with romance across every romance subgenre: contemporary, fantasy, historical, LGBTQIA+, sports romance, and more. The shop also highlights celebrated local Wisconsin authors, creating a literary space that's both personal and powerful.

"Romance is for everyone," says **Berg**, owner of Thirst Books. "We are in a Golden Age of romance writing--never has it been more exciting or more inclusive. Current romance writing celebrates all races, backgrounds, sexual orientation, gender identity, body shapes and abilities, as well as neuro-divergencies—and places them firmly in the story as all equally being deserving love *and* to be the main characters for romance stories. We're creating more than just a bookstore—we are participating in a beautiful, inclusive community."

#### **The Grand Opening event on May 24 will feature:**

- Raffle prizes and exciting giveaways
- Exclusive Thirst Books merchandise available for the first time
- Local vendors, including a build-your-own flower bar, tarot card readings, and permanent jewelry pop-ups
- Complimentary refreshments and light bites

With a bold, inclusive vibe and a whole lot of heart, **Thirst Books is here to celebrate love stories, support community, and champion joy on every page.** Everyone is invited to stop in, say hello, and discover their next great book obsession.

Thirst Books is located at **5209 W North Ave, Milwaukee, WI**. Regular store hours begin immediately after the grand opening event.

Follow **@thirstbooks** on TikTok, Instagram, and Facebook, or visit [thirstbooks.com](https://thirstbooks.com) to learn more—and don't forget to **read more romance**.

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#### **About Thirst Books**

Thirst Books is Milwaukee and Wisconsin's first romance-exclusive brick-and-mortar bookstore, proudly woman-owned and LGBTQIA+-affirming. From sweet love stories to high-heat favorites, Thirst offers an expansive, inclusive selection for every kind of romance

reader. Celebrating love, uplifting community, and making space for joy—one book at a time.