

PRESS RELEASE: FOR LINCOLN CHAMBER MEMBER NEWS

A New Chapter: Elleinad Books Relocates to the Heart of College View to Foster Community and Childhood Literacy

"Retail thrives on other retail," says Danielle, owner of **Elleinad Books**, Lincoln's premier destination for children's literature. After three and a half years of building a community for young readers, the bookstore is moving from its current location to a high-visibility storefront in the heart of the **College View neighborhood**.



Pictured: Elleinad Bookstore owner Danielle Eby helps an 8-year-old boy pick out and buy a new book on April 1, 2026 (Brittany Wren, Stingray Writing).

The relocation to **Prescott Avenue** (near 48th Street) places the shop just a mile and a quarter from its original home but significantly closer to the foot traffic of local staples like The Mill and Paper Kite. For Danielle, the timing was nothing short of "divine intervention," as her current lease was ending just as the new space became available.

A Space Designed for Families

A former stay-at-home mom and mother of three (including twins!), Danielle built Elleinad Books to be more than a retail shop. "I wanted it to be a place that people could just come hang out with their kids and just chill," she says. "The zoo can be too much sometimes, and you've already been to Target five times that week—where else can you go?"



Pictured: Elleinad Books offers multiple seating areas for families and kids to read a good book. (Brittany Wren, Stingray Writing).

The shop is known for its unique "no licensed characters" policy—foregoing Bluey or Disney titles in favor of high-quality, unique stories that spark a child's own imagination.



Pictured: Elleinad Books offers multiple seating areas for families and kids to read a good book. (Brittany Wren, Stingray Writing).

Grand Reopening & Community Events

The move to College View kicks off a blockbuster season for the shop:

- **Closing Date:** The current location near Old Cheney and 56th street will close on **April 18**.
- **Grand Reopening in College View:** Saturday, **April 25**, coinciding with **Independent Bookstore Day**.
- **Expansion:** The new shop will feature longer hours, including **Sundays** (10:00 AM – 2:00 PM) to welcome the Sunday Farmers Market crowd.
- **Statewide Bookstore Trail:** This summer (June 1–Sept 30), Danielle is leading the charge on a new **Nebraska Bookstore Trail**, a tourism-backed initiative to promote independent shops across the state.
- **Ribbon Cutting:** A formal Lincoln Chamber of Commerce Ribbon Cutting is scheduled for **May 28 at 4:00 PM**.





Pictured: Elleinad Books offers multiple seating areas for families and kids to read a good book. (Brittany Wren, Stingray Writing).

"I don't own a bookstore just to make money; I do it because I'm passionate about getting good books into kids' hands," Danielle shares. "I want children to remember that they went to the

bookstore with their mom every month and found a story that changed them."



Pictured: Elleinad Bookstore owner Danielle Eby talks about her move to the College View Neighborhood, April 1, 2026 (Brittany Wren, Stingray Writing).

More Than Just a Bookstore


Elleinad Books isn't your typical big-box retailer. It is a curated, sensory-friendly space designed for and rooted in community, offering:

- **Unique Partnerships:** Weekly story times featuring sensory-focused sessions with Connect Pediatric Therapy and musical mornings with Marble Music Studios.
- **Curated Collection:** A strict "no licensed character" policy. You won't find Bluey or Disney here; instead, you'll find unique, high-quality stories that encourage kids to imagine their own worlds.
- **Community Events:** Everything from "Boozy Book Fairs" for adults at local breweries to the upcoming "Statewide Bookstore Crawl" launching this June.

The current location will close its doors on **April 18th**. To celebrate the move and **Independent Bookstore Day**, Elleinad Books will host a **Grand Reopening on Prescott Avenue on Saturday, April 25**.

The community is invited to explore the new space, which will feature expanded hours, including Sundays to coincide with the College View Farmers Market.

About Elleinad Books: Elleinad Books is an independent children's bookstore in Lincoln, Nebraska, specializing in unique titles for ages zero through young adult. Founded in 2022 by Danielle, a former birth doula and mother of three, the shop serves as a community hub for literacy, creativity, and family connection.

 Photos

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