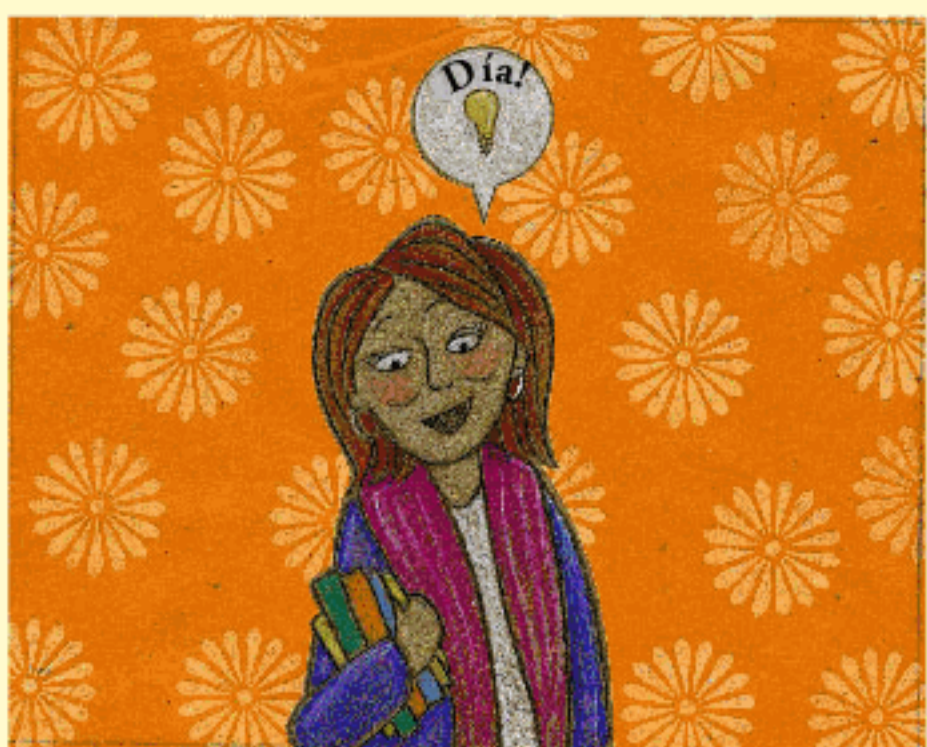


Pat Mora's Visual Día History



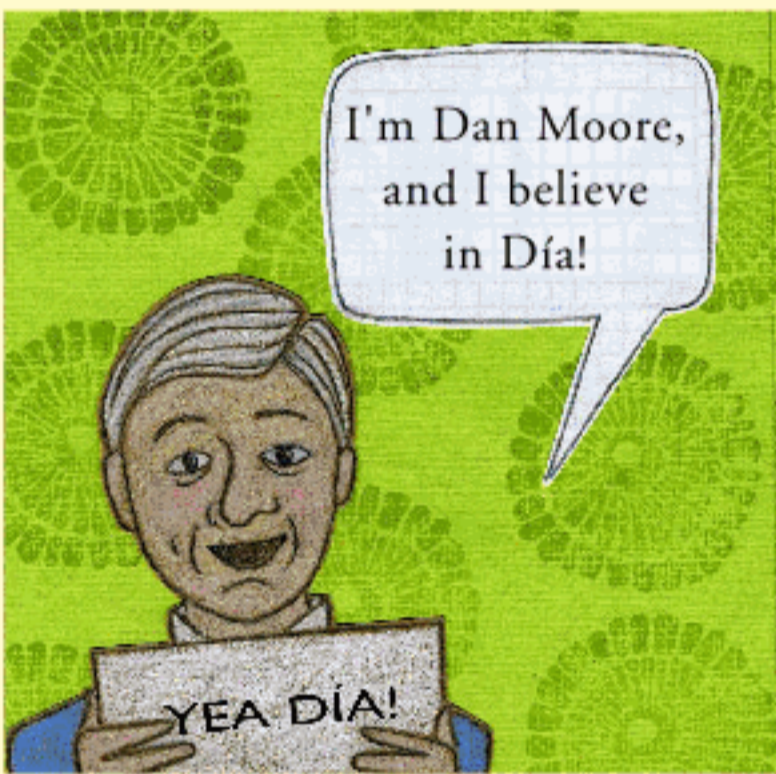
Spring 1996 - Pat is zapped by the Día idea.



1997 - REFORMA, Día's Founding Partner, endorses Día.



April 1997 - The first Día celebrations held in Tucson, El Paso, Santa Fe, etc.



1998 - Dr. Dan Moore at the W.K. Kellogg Foundation, Día's first funder, supports Día's work.



2000 - Mora Family, in partnership with REFORMA, establishes an annual Estela and Raúl Mora Award.



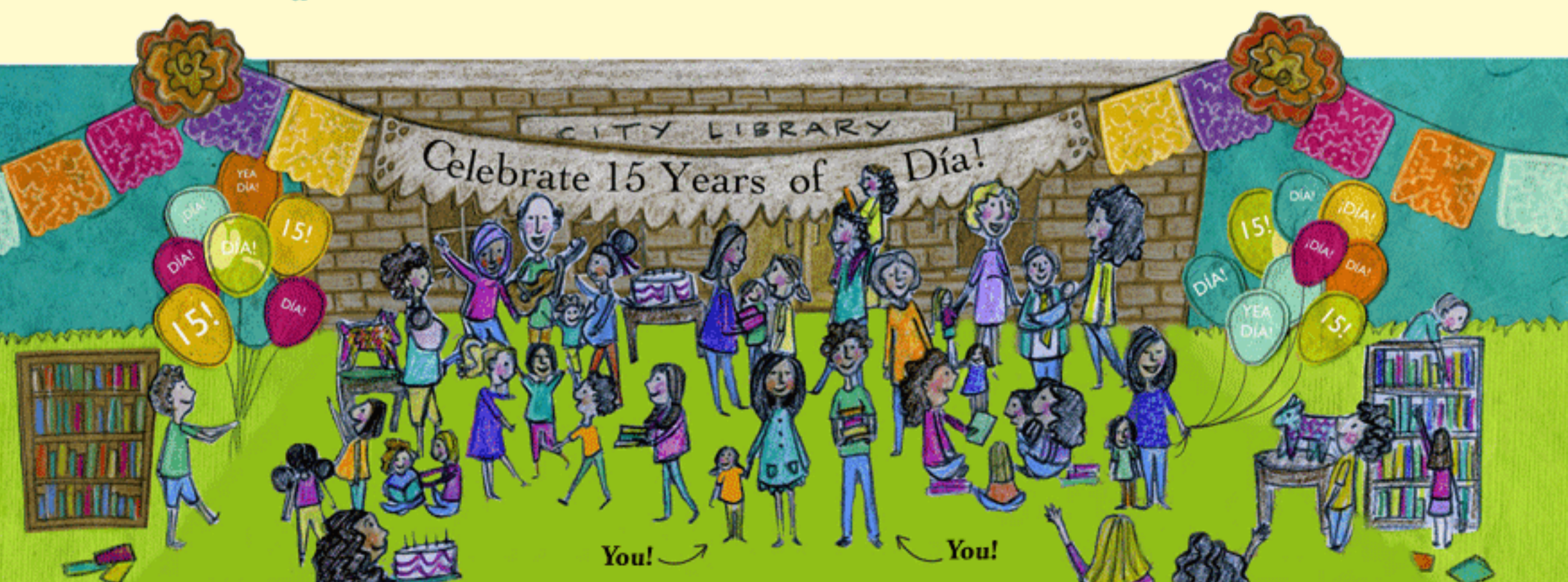
2001 - With W.K. Kellogg Foundation support, ALSC, a division of ALA, prints and distributes Día brochures.



2004 - ALSC's Board offers to be Día's national home at ALA.



April 2006 - Día's 10th Anniversary.



April 2011 - Be part of Día's 15th Anniversary and help link all children to books, languages and cultures. Share bookjoy!