



Celebrate Día! ¡Celebremos Día!

What is Día?

Día, which means “day” in Spanish, is also used for the national initiative **Children’s Day, Book Day**, in Spanish, **El día de los niños, El día de los libros**, a year-long commitment to linking all our children to books and bookjoy. A national collaboration of the Association of Library Service to Children (ALSC), a division of the American Library Association (ALA), REFORMA and other library organizations, schools, national literacy and educational organizations, presses and readers, Día creatively celebrates all our children, the importance of bookjoy in their daily lives, and promotes annual culminating **April Children’s Day, Book Day** celebrations that unite communities.

When is Día, Children’s Day, Book Day celebrated?

Culminating celebrations are held in April usually on or about April 30th.

Where are Día celebrations held?

Many Children’s Day, Book Day celebrations are held at public libraries, schools, community centers and parks and often include book give-aways. Book fiestas can also be held at colleges, museums, bookstores, childcare centers, and after-school programs. Día can be celebrated at home with book parties for family and friends—books as favors and literacy games and crafts.

Who founded Día?

Pat Mora, poet and author of books for children, teens and adults, founded Día in 1996 inspired by the April Mexican celebration of El día del niño, the day of the child. REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking, became her first enthusiastic partner. Her first two organizational partners have been REFORMA and the Association of Library Service to Children (ALSC), a division of the American Library Association (ALA), an active Día leader. Other organizations such as First Book are also promoting this national literacy initiative.

Where can I get more information about Día and planning ideas?

Information about Día’s history, as well as celebration and programming ideas, can be found on this website and on the [ALSC’s Día website](#).

What is the Mora Award?

The Estela and Raúl Mora Award was established in 2000 by author Pat Mora and her family to honor their parents and to motivate libraries to celebrate Día.

Spread the Día word: share this message about Día with your local libraries and schools, donate books, offer financial support, volunteer.

Join us! Volunteer to foster Día in your community.