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**2008 Mora Award received by California and North Carolina Libraries**

**Tenino, WA, October 20, 2008** - REFORMA, the National Association to Promote Library and Information Services is pleased to announce that The Riverside County Library System, Riverside, California, and the Public Library of Charlotte and Mecklenburg County, North Carolina have been selected to be the recipients of the *2008 Estela and Raúl Mora Award* for their commendable efforts promoting El día de los niños/El día de los libros in their states .

The Estela and Raúl Mora Award was established by author and poet Pat Mora and her family in honor of their parents to promote El Día de los Niños/El Día de los Libros (Children's Day/Book Day) known as "Día". The Dia initiative is now housed at the Association of Library Service to Children (ALSC), a division of the American Library Association (ALA). Dia is a daily commitment to link children and books that culminates in celebrations around the country on April 30<sup>th</sup>. The Riverside County Library System, and the Charlotte and Mecklenburg County Library will each receive \$1,000 and a plaque commemorating their efforts.

The Riverside County Library Systems celebration of Día de los Niños/Día de los Libros was coordinated by Leer Es Triunfar (Reading is Succeeding), a project of the Riverside County Library designed to promote the use of the library by Latino adults, children and families across Riverside County. A series of special events honoring books, libraries and reading for children were held throughout the counties 33 branches throughout the month of April. These programs included bilingual story hours, poetry programs, storytelling, crafts, and cultural programs. This years event also included appearances by children's authors Lucia González, and Pat Mora and internationally acclaimed folksinger and storyteller Suni Paz.

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The Public Library of Charlotte and Mecklenburg County hosted its 10<sup>th</sup> Día de los Niños/Día de los Libros celebration. The library collaborated with many community organizations including Charlotte Mecklenburg Schools, WTVI, Children's Theatre and Mecklenburg County Parks and Recreation. In an effort to continue to implement their mission of "Expanding minds, Empowering individuals, and Enriching the community" they expanded their efforts to promote Día as a state wide celebration. Each branch of the Charlotte and Mecklenburg County Public Library hosted programs throughout the month of April. Día activities included an appearance by author Yuyi Morales, bilingual story times, free books for children, dance performances and storytelling from various cultures and educational workshops, and an art contest for children.

Details about the Mora Award application guidelines for 2009 will be announced and posted by January 2009. Information can be found on the ALSC website (<http://www.ala.org/dia>) or the REFORMA website (<http://www.reforma.org/Mora2007.htm>). Additional award information, photos and links can also be found on Pat Mora's website ([www.patmora.com/dia.htm](http://www.patmora.com/dia.htm)).

Questions can be directed to Selina Gomez-Beloz at [selina-reforma@comcast.net](mailto:selina-reforma@comcast.net) or further information can be found on the REFORMA website at [www.reforma.org](http://www.reforma.org).

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