



Children's Day, Book Day / El día de los niños, El día de los libros (Día)

Children's Day, Book Day, in Spanish, *El día de los niños, el día de los libros*, is a year-long commitment to celebrating our children and motivating them and their families to be readers.

Often known as *Día*, meaning *day* for our daily commitment and for Diversity in Action, this literacy initiative is a collaboration of national and state library and literacy organizations, educators, presses and readers creatively collaborating to share bookjoy, the private pleasure of reading, and its importance. Culminating April Children's Day, Book Day celebrations that unite communities, book fiestas, are held in libraries, schools, colleges/universities, homes, and community centers on or near April 30th. In 2016, Día is celebrating its 20th anniversary.

This year-long collaboration with, schools, universities, and literacy organizations

- creatively celebrates all our children and youth—all languages, all cultures— and the importance of bookjoy in their daily lives,
- promotes annual culminating April Children's Day, Book Day celebrations, and
- proposes establishing an annual national **April 30th Children's Day, Book Day** tradition, comparable to Mother's Day and Father's Day.

Inspired by Mexico's annual national tradition *El día del niño*, the day of the child, we promote creative literacy throughout the year, day by day, *día por día*; and advocate outreach to diverse families as our literacy partners, striving to invest in respectfully and innovatively coaching all families to share a love of books, their pleasure, and their power.

Our partners include The Association of Library Services to Children (ALSC), a division of the American Library Association, REFORMA, and First Book. For Día's history, other partners, etc., visit <http://www.patmora.com/whats-dia/>. Join us, and urge your colleagues to join us, in boldly championing bookjoy for all our children and youth in your community and nationally. Together, let's grow a nation of readers, essential in our democracy.

Pat Mora, Founder