



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

Día, a year-long collaboration of national library, educational, literacy organizations, presses and readers,

- creatively celebrates all our children and youth, 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 comparable to Mother's Day and Father's Day.

We were inspired to start this initiative by Mexico's annual national tradition *El día del niño*, the day of the child. Knowing how essential literacy is in our country, we combined the celebration with linking all our children and young people to reading. From early education to universities, this initiative inspires creativity, inclusivity, cooperation and action.

In addition to promoting culminating April celebrations that strengthen and unite communities, our year-long commitment includes promoting creative literacy throughout the year, day by day, *día por día*. We advocate outreach to diverse families as our literacy partners, **Diversity in Action**--striving to invest in respectfully and innovatively coaching all families to share a love of books, their pleasure and power.

Children's Day, Book Day (Día) will celebrate its 20th anniversary in 2016. Join us, and urge your colleagues to join us, in boldly championing bookjoy for all our children and youth. Together, let's grow a nation of readers, essential in a democracy.

For Día's history, partners, etc., please visit <http://www.patmora.com/whats-dia/>



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Suggestions for Planning a Culminating April Día celebration:

1. Large celebrations begin planning their book fiesta in January. All celebrations small and large contribute to reaching our literacy goals.
2. Assemble a diverse planning committee: librarians, teachers, families, higher education faculty and students, community organizations, representatives from Summer Reading/Learning, and local media. Consciously plan to reflect the cultures and languages of your community in this committee and in all the aspects of the celebration.
3. Jointly establish your ambitious yet achievable Día goals for the year. Local businesses, organizations, restaurants, foundations, national chains, etc., have supported Día celebrations. Teens, retired librarians and teachers are wonderful volunteers.
4. Invest in planning creative literacy activities, the heart of a Día celebration: book parades, book-related crafts, book games, puppet shows, story-tellers, writing workshops, etc. Involve families as partners.
5. Although small events such as a special story-time can be initial celebrations, many Día fiestas occur on the weekend for the whole family and include distributing diverse books for children and youth or book raffles.
6. If you're also planning entertainment, keep it secondary in focus and ideally have children and young people as performers. Honor children by featuring them.
7. View Día as an opportunity to expand the attendees' understanding of our national cultural diversity and our many languages.
8. For more tips, review my planning booklet:
<http://www.patmora.com/dia-planning-booklet/>.

Also, register your event and review the excellent resources at <http://dia.ala.org>.

Thanks for joining the National Día Community. Let's share bookjoy! *Pat Mora*