



Children’s Day, Book Day: Planning Your April Día Celebration and Ideas for a Bookjoy Year

Dear Bookjoy Advocate,

In 2019, Children’s Day, Book Day/El día de los niños, El día de los libros (often known as **Día**), celebrates its 23rd anniversary. This planning booklet is a compilation of what my partners and I have learned about ways to celebrate all our children and excite them about **bookjoy**.

In 1996, inspired by Mexico’s annual El día del niño (Day of the Child) celebrated on April 30th, I was zapped by the idea of asking my fellow educators, librarians, parents, and book lovers, to join me in starting an annual, national literacy celebration. Big dream, yes? I wanted us to have a Children’s Day too.

We have Mother’s Day in May, and Father’s Day in June, so April, seemed a good month. I had started writing for adults and children and was realizing how many of our children did not have books in their homes and how ethnically un-diverse our books for children were.

A mom and a book lover, I wanted to celebrate all our children nationally *and* to connect all our diverse children with the pleasure and power of literacy. With help from committed organizations such as REFORMA, [ALSC](#) and now [First Book](#), our work continues. Other organizations are joining us.

Annually, during April, book fiestas are held at schools, libraries, childcare centers, parks, universities/colleges, community centers, parks, etc. Join us. The children in your community and state need you and your creativity! Día literacy advocates motivate families to honor all children and to share **bookjoy** throughout the year.

Let’s creatively promote **bookjoy** together.



Pat Mora

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