



FOR IMMEDIATE RELEASE
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CELEBRATING 25 YEARS OF CHILDREN'S DAY, BOOK DAY
El día de los niños, El día de los libros (Día)

Author, poet and literacy advocate Pat Mora founded Children's Day, Book Day in 1996. This daily celebration began as *El día de los niños, El día de los libros* inspired by the Mexican celebration of Day of the Child. We have Mother's Day and Father's Day, thought Pat, why isn't our country celebrating our children—daily?

Plans for 25th anniversary celebrations, some virtual, are underway across the nation. Pat says, "Although this is a challenging year for the world and our country, I have great faith that families, schools, libraries and literacy organizations will generously and creatively inspire our children to be readers. An easy **April 30th** celebration idea is **Triple Treat for the 25th**: excite our children to read a book, draw a poster and enjoy a treat."

Enthusiastic supporters of Children's Day, Book Day include the Association for Library Service to Children (ALSC) and the Public Library Association (PLA), divisions of ALA; The National Association to Promote Library & Information Services to Latinos & the Spanish Speaking (REFORMA); First Book, National Council of Teachers of English (NCTE); New Mexico State Library; Texas Center for the Book and the Texas Library Association (TLA).

For more about Children's Day, Book Day:
<https://www.patmora.com/whats-childrens-day-book-day/>

For a Q & A with founder Pat Mora:
<https://www.patmora.com/news/>