



Dear Talented Authors and Illustrators,

Join us in growing bookjoy families, a nation of readers. Join us in celebrating children & books! In 1996, I founded Día, *El día de los niños, El día de los libros/Children's Day, Book Day*, a community-based, family literacy initiative, to promote linking all children to books, languages and cultures. Día is housed at the Association of Library Service to Children (ALSC) a division of ALA (<http://dia.ala.org>). Since Día means "day" in Spanish, we say that Día is a daily commitment, *día por día*, day by day. Culminating April celebrations are held across the country often on April 30.

To be included as a Día Author and Illustrator Ambassador, you need to be a published author or illustrator who believes in Día and who commits to, annually in April, taking at least three of the following advocacy actions:

- Write about Día on your blog or, if you don't have a blog, ask someone who does to interview you about Día.
- On your Facebook page, creatively promote Día.
- Promote Día with concrete suggestions in your presentations.
- Talk to your publisher(s) about Día and suggest some kind of Día promotion: a downloadable poster or postcard; news in the publisher's e-newsletter about Día.
- Send an email blast to your mailing list; inform the listservs you're on.
- Actively encourage your nearby library, school and your community to annually plan April Día celebrations, a great kick-off to summer reading.
- In April, join us for our 3<sup>rd</sup> annual Díapalooza on my *bookjoy* blog (<http://www.patmora.com/blog/>) in April and comment often.
- Host a Día book party and share through social media outlets.
- Read the Día Idea Booklet (<http://patmora.com/dia-planning-booklet/>) and assist a local Día planning committee in planning their event, securing donations, partnering with other community agencies.
- Initiate a DAIA group activity.
- Illustrators share a piece of Día-related art which we'll credit and display on the Día section of patmora.com.

We welcome your support and ideas.

If you join us, you and your web site will be listed on the **Día Author and Illustrator Ambassador** page which we actively promote. We've created a web badge that you can all place on your site to indicate your commitment to sharing **bookjoy** and to daily promoting the concept of family literacy and of literacy for all young people. To participate, please send your photo and site address to [lcashin@patmora.com](mailto:lcashin@patmora.com). On the subject line, label your message **AIA Page**. Hope you'll send this letter to other authors and illustrators. The more the merrier.

Let's enjoy working together to share **bookjoy**.

*Pat*