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Arizona State University Wins 2013 Mora Award

SANTA ANA, CA, October 15, 2013 - REFORMA, the National Association to Promote Library & Information Services to Latinos and the Spanish Speaking, is pleased to announce during National Hispanic Heritage Month that Arizona State University (Tempe, Arizona) has been selected to be the recipient of the *2013 Estela and Raúl Mora Award* for the most exemplary culminating celebration of El día de los niños, El día de los libros/Children's Day, Book Day. The application was submitted by the English Education Program.

The Estela and Raúl Mora Award was established by author and poet Pat Mora and her siblings in honor of their parents and to promote El día de los niños, El día de los libros/ Children's Day, Book Day, also known as **Día**. Culminating celebrations of this year-long initiative that links all children to books, languages, and cultures are traditionally held on or near April 30. The Mora award is presented annually, in partnership with REFORMA. Arizona State University will receive \$1,000 and a plaque commemorating their efforts.

The Arizona State University celebration began with sounds of trumpets vibrating, guitars strumming and folkloric dancers moving to renditions of traditional mariachi favorites. Throughout the festivities, 500 students sixth through twelfth grade accompanied by their teachers had the opportunity to participate in reading and writing themed workshops hosted by local authors Tom Leveen, Angela Morrison, Aprilynne Pike, Janette Rallison, and Bill Konigsberg. Adding to the festivities were authors Alberto Rios, Myrlin Hepworth and Gary Soto who provided students motivating and empowering words. Students received free books, were able to meet and greet the authors and had the opportunity to have their books signed. Notably, the English Education Department planned and implemented this interactive celebration.

"What resonated with the committee was the commitment of local authors, ASU faculty, staff, students and literacy advocates demonstrated," said Mora Award committee chair Lupita Vega. "They worked together to create an event that not only connected this age

group to books and diverse authors but their Día celebration also motivated and empowered adolescents to share their unique stories.”

“We created a Día celebration at ASU because of a shared belief in providing opportunity and access to relevant literacy experiences to children of all languages and cultures,” explains Tracey T. Flores from ASU. “Our aim was to engage students in activities that would capture their unique interests and open their minds to the liberating power of reading and writing.”

This is the first year an educational institution is named as the winner of the Mora Award.

It is the second year Mora honor awards were named; Joliet Public Library, Salt Lake County Library Services, and Waukegan Public Library will each receive \$500.

REFORMA will present the award during the Midwinter meeting of the American Library Association (ALA) next January in Philadelphia.

A major promoter of Día is the Association for Library Service to Children (ALSC), a division of the American Library Association (ALA). The ALSC page lists planning resources and celebrations across the country at <http://dia.ala.org/>.

Details about the Mora Award application and guidelines for 2014 will be announced and posted by February 2014 at <http://www.reforma.org> and <http://www.patmora.com/whats-dia/> which also offers additional award information, photos, a planning booklet and resources.

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