



April 30th 2020: the **24th** Anniversary of the national year-long literacy initiative **Children's Day, Book Day** (CDBD). Every child in the U.S. learns English, and this initiative strives to inspire **all** our children and their families to be readers.

Twenty-four years ago, I first heard of the Mexican tradition of celebrating April 30th as *El día del niño*, the Day of the Child. I immediately thought: why don't we celebrate Children's Day in our country? AND, let's link that tradition to reading.

Día, which means *day*, is sometimes used as a nickname, symbolizing the dailiness of our work. The annual triad: April, Children's Day, Book Day; May, Mother's Day; June, Father's Day.

Children's Day, Book Day is a collaboration of national, state and local library and literacy organizations, educators, publishers and readers creatively promoting the sharing of **bookjoy**, the private pleasure of reading—and its importance.

Together, let's grow a nation of readers, essential in our democracy.

Pat Mora