

# Pat Mora's Visual Día History



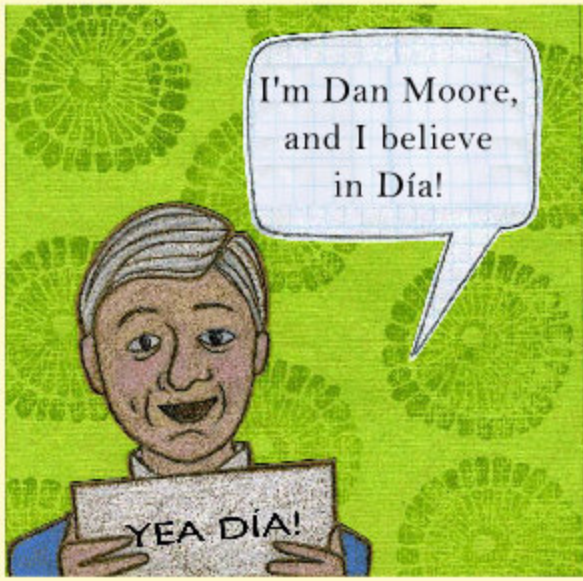
Spring 1996 ~ Pat is zapped by the Día idea.



1997 ~ REFORMA, Día's Founding Partner, endorses Día.



April 1997 ~ The first Día celebrations held in Tucson, El Paso, Santa Fe, etc.



1998 ~ Dr. Dan Moore at the W.K. Kellogg Foundation, Día's first funder, supports Día's work.



2000 ~ Mora Family, in partnership with REFORMA, establishes an annual Estela and Raúl Mora Award.



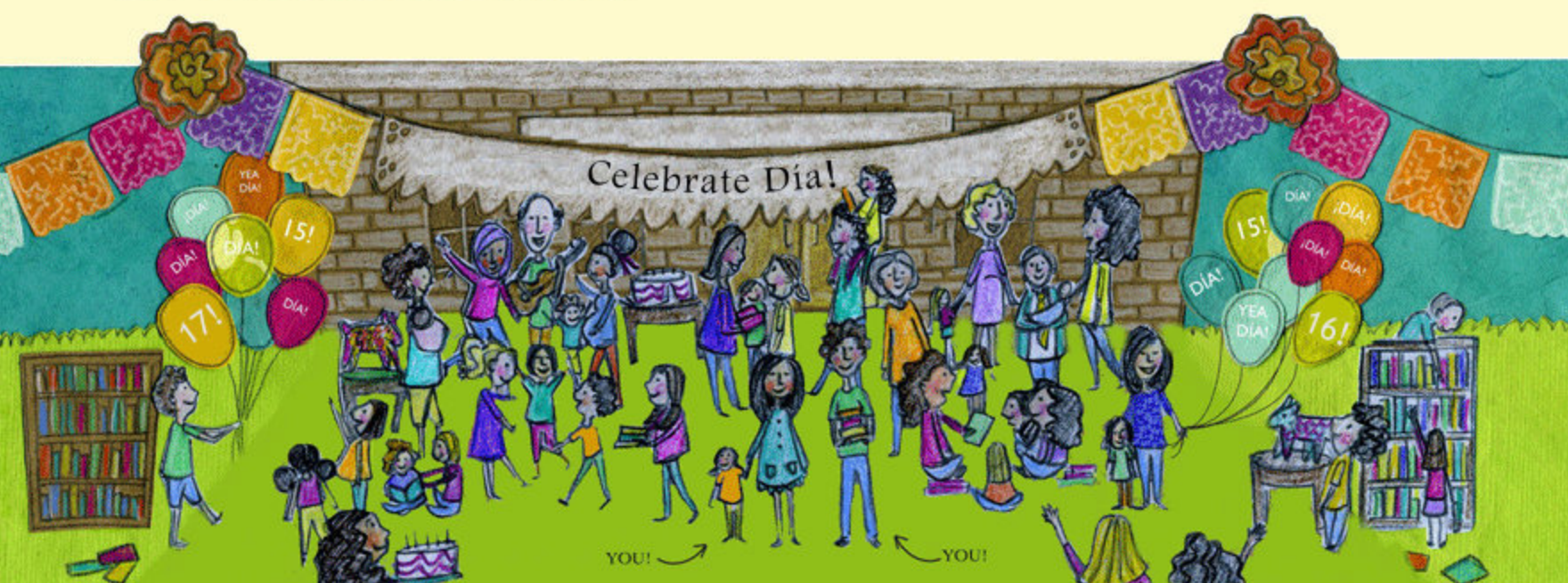
2001 ~ With W.K. Kellogg Foundation support, ALSC, a division of ALA, prints and distributes Día brochures.



2004 ~ ALSC Becomes Día's Home at ALA.



April 2006 ~ Día's 10th Anniversary.



Create, attend and support annual April Children's Day, Book Day/El día de los niños, El día de los libros celebrations. Creatively share bookjoy!