



El día de los niños/El día de los libros (Children’s Day/Book Day), commonly known as Día, is a nationally recognized initiative that emphasizes the importance of literacy for all children from all backgrounds. It is a daily commitment to linking children and their families to diverse books, languages and cultures. The celebration is intended to be year-round, culminating on **April 30<sup>th</sup>**.

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### Through Día, libraries work to...

- Celebrate children and connect them to the world of learning through books, stories and libraries.
  - Nurture cognitive and literacy development in ways that honor and embrace a child’s home language and culture.
  - Introduce families to community resources that provide opportunities for learning through multiple literacies.
  - Recognize and respect culture, heritage and language as powerful tools for strengthening families and communities.
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**As a *Día Official Supporter*, you are joining a national effort to link children to books that celebrate diversity. As a *Día Official Supporter*, we ask that you:**

- Share information, provided by ALSC, about Día through your website, newsletter, blog, email blasts, or other outlets.
- List the April 30<sup>th</sup> celebration of *El día de los niños/El día de los libros (Día)* on your events calendar.
- Consider more opportunities of contribution (promotions, hosting events, etc) to be involved in Día.

### **The benefits of becoming a *Día Official Supporter* include:**

- ALSC will promote you as a *Día Official Supporter* on the Día website, which is an interactive tool visited by librarians and parents that connects them to Día resources like book suggestions, resource guides, toolkits, activity sheets and more.
- Increase your visibility and build relationships with children’s librarians across the country who celebrate Día.
- Become part of a nation-wide initiative that works to cultivate literacy development in ways that honor and embrace a child’s home language and culture!

**Together, let’s grow Día and connect children to a world of learning through books, stories and libraries!**

For more information about Día scan the code or visit <http://dia.ala.org>. Or contact Joanna Ison at [jison@ala.org](mailto:jison@ala.org) or 312.280.1398

