

# BOOK WEEK 100 OVERVIEW

## NEW LOOK, NEW SPOKESPERSON

New logo and branding created to add vibrance and fun to program image. Ayesha Curry, *New York Times* bestselling author, television host, and mother of three, joins the celebration as honorary chair/spokesperson.

## 2019 CHILDREN'S BOOK WEEK POSTER

Created by celebrated author/illustrator Yuyi Morales, the 2019 poster exemplifies the 100th anniversary theme, *Read Now • Read Forever*.

## COLLABORATIVE POSTER

Twelve acclaimed illustrators are creating panels as part of a larger collaborative poster in honor of the 100th anniversary. Released throughout 2019 and available to download and print.

## BOOK WEEK 100 SOCIAL MEDIA CAMPAIGN

A year-long campaign which focuses on storytelling through the lens of character archetypes, inviting partners, publishers, and readers to have conversations about books, characters, and stories throughout the 100th anniversary celebration. Look for #BookWeek100 and talk about The Hero, The Companion, The Villain, The Rebel, The Trickster, The Creator, The Mentor, and Coming of Age stories.

## BOOKMARKS

Six original bookmarks with activities created by beloved children's book illustrators and released online to download and share with kids and adults at events and throughout the year.

## 100 YEARS OF CHILDREN'S BOOK WEEK POSTERS BOOK

Published by Random House and with text by Leonard Marcus, this new book features the stunning posters created for Children's Book Week from 1919 to today.

## 100 VIDEOS: CREATOR CORNER WITH KIDLIT TV

In partnership with KidLit TV, 100 children's book authors and illustrators have been filmed discussing their character. A wonderful resource for all educators and a way to connect kids directly with book creators through engaging 5 minute segments. To be released throughout 2019.

## ONLINE RESOURCES

Promotional materials, activity pages in multiple languages, a new comics activity kit, and more available at [EveryChildaReader.net](http://EveryChildaReader.net).

## ABOUT EVERY CHILD A READER

Every Child a Reader is a 501(c)(3) literacy charity dedicated to inspiring a lifelong love of reading in children and teens. Major national programs include: Children's Book Week, the Children's & Teen Choice Book Awards, Get Caught Reading, and the National Ambassador for Young People's Literature.

## CHILDREN'S BOOK WEEK: APRIL 29 - MAY 5

Our annual week long celebration with events in libraries, bookstores, and schools across the country. Over 1,200 locations are registered to host events throughout the week featuring story times, activity hours, character costumes, book creators, and community leaders. 100,000 official posters (with activities) are given out at these events.

## MUSEUM EXHIBIT

The Rabbit hOle, the world's first "Explor-a-storium," will feature a three-dimensional portal through which kids and teens can experience the history of Children's Book Week and classic children's books of the time. The Kansas City museum is due to open fall 2019.

## CHILDREN'S BOOK WEEK: NOVEMBER 4-10

From 1919 to 2007, Children's Book Week was celebrated in schools and libraries in November. As a tribute to the program's past, and with new resources created with teachers and school librarians in mind, a second week of celebrations will take place in November 2019.

## ONLINE GALLERY

Children's Book Week posters and promotional materials since 1919 will be available in an online gallery, to launch at the end of 2019.