

Calling all Children's Publishers

Celebrate Children's Book Week with us, May 3-9



Our theme for 2021 is **Reading is a Superpower**, and we cannot wait to see how kids embrace the idea of what a superpower is, which could be theirs, and how they can use it in their life.

There are so many ways for you to become involved. Here are a few ideas!

VIRTUAL EVENTS

- Are you planning virtual tours and events for the spring? Schedule as many as you can during the week of May 3-9 and ask your creators to mention that it is Children's Book Week at your events.
- Encourage your creators not on tour to coordinate with local schools, libraries, and bookstores on virtual events during the week.
- Make sure to tell us about any PUBLIC events using [this google form](#) and we will promote them leading up to and throughout the week!

SOCIAL MEDIA

We are asking book creators to share a superpower online during the week. Publishers can also share their superpowers and amplify posts made by their creators.

Here is the definition of superpower we are working with.

Superpower (noun): a skill, personal trait, or passion that plays an important role in your life, helps you do good in the world, and makes you feel special, happy, and confident.

- During Children's Book Week, May 3-9, tell the world one of your superpowers via your social media channels.
- This is also a great opportunity to highlight books that feature superpowers and superheroes, both real and imagined.
- Amplify posts by your creators and posts from The CBC that feature the themed reading list you submitted to and the any art made by one of your creators.

Make sure to use **#BookWeekSuperpower** in all your posts and tag The Children's Book Council if possible.