

Calling all Children's Publishers

Celebrate Children's Book Week with us, May 2-8



Our theme for 2022 is **How Do You Book?**. We cannot wait to see what, how, and where kids read..

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

VIRTUAL AND IN-PERSON EVENTS

- Are you planning 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 book-stores on 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 tell us how they “book” online during the week. Publishers can also share answer this question and amplify posts made by their creators.

- *What do you read? Where do you read? How do you read?* — You can answer these questions as a publisher or as some of the characters you publish. This is a great opportunity to highlight characters and creators.
- During Children's Book Week (May 2 - 8) tell the world how you “book” via your social media channels and challenge others to share their declaration too!
- Amplify posts by your creators who are sharing how they “book.”

Make sure to use **#HowDoYouBook** in all your posts and tag The Children's Book Council when possible. Don't forget to challenge your colleagues and book creators!