

CHILDREN'S BOOK WEEK



FOR PUBLISHERS

Children's Book Week 2024 Participation Doc: No Rules. Just Read.

Publishers play an integral role in Children's Book Week each year. This celebration is an opportunity to:

- Promote front and backlist titles
- Connect with your audience
- Offer your creators free ways to promote themselves and their work via a national celebration

We invite you to be creative and participate as much as you are able. Certain opportunities are only available to CBC Member Publishers. Interested in membership? Contact laura.peraza@cbcbooks.org.

The Children's Book Week 2024 Slogan is **No Rules. Just Read.**

COMMUNICATIONS

- Let your audience know about this celebration via your newsletters and website. You can:
 - Highlight your creators who are participating.
 - Pull together a book list from your catalog that highlights the theme.
 - Encourage your audience to participate in our CLUB NO RULES JUST READ.
- Check out our Promotional Materials for approved assets and copy you can modify.

SOCIAL MEDIA

- Use #NoRulesJustRead in social media posts leading up to and during Children's Book Week.
- Embrace the theme and make your posts fun. Film videos of colleagues reading in weird places around the office.
- Post videos of colleagues sharing their favorite books that break the rules of writing, art, plot, etc...
- Ask your book creators to get involved and share their content too.
- Highlight your front and backlist books using the theme.
- What about a giveaway in honor of Children's Book Week?

AUTHOR/ILLUSTRATOR INVOLVEMENT

- Have an author event sometime the week of May 6-12; provide them or the venue with our Children's Book Week intro "script" to let the audience know about the celebration.
- CBC Members only: Contact Shaina to submit creators interested in being contacted for local events during the week.
- Tell us about your public events so we can add them to our event listing page for people looking to celebrate Book Week in their area.