

CHILDREN'S BOOK WEEK



FOR BOOKSTORES

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

Celebrate Children's Book Week with your community May 6-12, 2024. You can utilize your regularly scheduled programs with young readers to celebrate or plan something special.

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

Try some of these ideas!

EVENTS/COMMUNITY ENGAGEMENT

- Invite a community leader or someone well-known in your area to host a special storytime (think fire department, everyone's favorite crosswalk attendant, etc).
- Host an activity event throughout the day so families can just pop in during business hours. Lay out [Book Week activity and coloring pages](#), [CLUB NO RULES JUST READ badges and information](#), and other giveaway items you might have.
- Connect with other local businesses on a **No Rules. Just Read.** challenge. Ask families to go to 3-5 locations with books and take pictures reading in those places. Give out gift cards to those who come to your store last who show you their pictures and buy one kids book (you can decide all the rules and details).
- Host a favorite book character costume parade.
- Utilize an already planned or weekly event and make it Children's Book Week-themed.
- Use our [promotional resources](#) (including flyers, visual assets, and newsletter blurbs) to let your community know about the celebration and all the free resources they can utilize.

We would love to see photos from any events you have. Share those online and use #NoRulesJustRead.

SOCIAL MEDIA

- Record fun videos of staff reading in weird places and positions.
- Ask staff what "reading rules" they break and record their confessions (ex: reading the last page first, only reading one genre, reading at sporting events, etc)
- Encourage your community to post on social media about Book Week and tag you for a chance to win a gift card or free book.
- Record 60-second book reviews.