

# CHILDREN'S BOOK WEEK

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## 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.

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.
- 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.
- [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.