

# CHILDREN'S BOOK WEEK

---



## FOR BOOKSTORES

Children's Book Week 2025 Participation Doc: An Ocean of Stories

Celebrate Children's Book Week with your community May 5-11, 2025. You can utilize your regularly scheduled programs with young readers to celebrate or plan something special.

The Children's Book Week 2025 Slogan is **An Ocean of Stories**.

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).
- Use our local author database to see if there is a book creator near you who wants to do an event.
- Host an activity event throughout the day so families can just pop in during business hours. Lay out Book Week activity and coloring pages, STORY OCEAN CLUB information, and other giveaway items you might have.
- Connect with other local businesses on a **An Ocean of Stories** challenge. Example, 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 and 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 #StoryOcean.

If you are hosting a public event during the week make sure to have a listing on your website with all the details. Share the URL of that listing with us to [cbc.info@cbcbooks.org](mailto:cbc.info@cbcbooks.org) and we will include it in our "Book Week Near You" event listing page.

### SOCIAL MEDIA

- Record fun videos of staff reading or adding to the Story Ocean.
- Ask staff what Story Ocean means to them and record their ideas.
- 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.