

# CHILDREN'S BOOK WEEK

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## FOR PUBLISHERS

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

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 [paulina.ramirez@cbcbooks.org](mailto:paulina.ramirez@cbcbooks.org).

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

### 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 STORY OCEAN CLUB.
- Check out our Promotional Materials for approved assets and copy you can modify.

### SOCIAL MEDIA

- Use #StoryOcean in social media posts leading up to and during Children's Book Week.
- Embrace the theme and make your posts fun. Film videos or photos of colleagues in the Story Ocean.
- 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 5-11; 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.birkhead@cbcbooks.org](mailto:shaina.birkhead@cbcbooks.org) 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.