

CHILDREN'S BOOK WEEK



FOR BOOKSTORES

Children's Book Week 2026 Participation Doc - Books: Get Curious!

Celebrate Children's Book Week with your community May 4-10, 2026. You can utilize your regularly scheduled programs with young readers to celebrate or plan something special. Try some of these ideas!

The Children's Book Week 2026 Slogan is **Books: Get Curious!**

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 [free resources](#) like our Book Week activity and coloring pages, CURIOSITY CLUB information, and other giveaway items you might have.
- Connect with other local businesses on a Curiosity Club 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 tools](#) (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 #BooksGetCurious

SOCIAL MEDIA

- Use our [template](#) to create social media content featuring staff Curiosity Book Lists.
- Record fun videos of staff sharing what they are curious about and highlighting a book that helped them learn more.
- 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.
- Don't forget to tag all your posts with #BooksGetCurious