An Introduction

Presented by

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November 9, 2012
What is Día de los Niños?
El Día de los Niños/El Día de los Libros (Children's Day/Book Day) is a celebration of children, families, and reading that culminates yearly on April 30. The celebration emphasizes the importance of advocating literacy for children of all linguistic and cultural backgrounds, and most importantly, provides a wonderful opportunity for parents to promote the power of books and reading to their own children.
Pat Mora
Author, Presenter, Literacy Advocate
Spring 1996 - Pat is zapped by the Día idea.
Oralia Garza de Cortés
April 1997, first *Día* celebrations

*April 1997 - The first Día celebrations held in Tucson, El Paso, Santa Fe, etc.*
GOAL: Plan activities and events that

• Are fun and exciting
• Center around children’s interests
• Develop skills
• Instill confidence
• Capture children’s dreams and hopes
• Involve families and community
• Reflect cultural diversity
• Inspire and empower new generations of achievers
• Create advocacy for children’s issues
• Engage civic leaders, media, sponsors and volunteers
Additionally…

• honoring children and childhood;
• promoting literacy and the importance of linking all children to books, languages, and cultures;
• honoring home languages and cultures, and thus promoting bilingual and multilingual literacy in this multicultural nation, and global understanding through reading;
• involving parents as valued members of the literacy team; and,
• promoting library collection development that reflects our plurality.
1998 - Dr. Dan Moore at the W.K. Kellogg Foundation, Día’s first funder, supports Día’s work.

2000 - Mora Family, in partnership with REFORMA, establishes an annual Estela and Raúl Mora Award.

2001 - With W.K. Kellogg Foundation support, ALSC, a division of ALA, prints and distributes Día brochures.

2004 - ALSC’s Board offers to be Día’s national home at ALA.

April 2006 - Día’s 10th Anniversary.
The W.K. Kellogg Foundation provides grants to promote *Día* concepts and activities. Additional awards are provided to produce and distribute brochures in Spanish and to fund projects in NC, TX, and AZ.
2007: TARGET becomes first official sponsor
-Funding for bilingual brochures
$5K Mini-grants to 8 “Super Sites

- El Paso
- Hennepin County, MN
- Charlotte-Mecklenburg, NC
- Queens PL
- Riverside County, CA
- Broward County, FL
- Providenced, RI
- Phoenix, AZ
2008:

Dora the Explorer is featured in Día posters, brochures, and bookmarks.
2011:
The Dollar General Literacy Foundation sponsors 15 mini-grants to expand Día activities in libraries looking to better address diverse backgrounds within their communities.
April 2011 - Be part of Día's 15th Anniversary and help link all children to books, languages and cultures. Share bookjoy!
A few of the additional sponsors…
DÍA ADVOCATES

A - Advocate
B - Bookjoy
C - Community
D - Diversity
E - Energy
F - Family
G - Goals
H - Humor
I - Innovation

J - Joy
K - Knowledge
L - Literacy
M - Mora Award
N - Network
O - Optimism
P - Partner
Q - Quality

R - Readers
S - Surprises
T - Teacher
U - Unifier
V - Volunteer
W - Wizard
X - eXcitement
Y - You
Z - Zing

bookjoy
The LBBC’s Día de los Niños Book List

- *Shake it, Moreno! And Other Folklore from Puerto Rico* by Carmen T. Bernier-Grand. First Avenue Editions, 2006.

El día de los niños

El día de los libros

A Celebration of Childhood and Bilingual Literacy

*APRIL 30TH*
Día!
April 30, 2012 · 2012年4月30日
Children’s Day/Book Day
Children节/书籍日
Many Children, Many Cultures, Many Books
许多孩子，各种文化，海量书籍

DOLLAR GENERAL LITERACY FOUNDATION
What kind of activities happen at 
*Día* celebrations?
Examples of *Día* celebrations around the U.S.

**Día de los Niños**

**Día de los Libros**

**Celebrating Children & Literacy**

**Celebrando Niños y Literatura**

*Saturday, April 30 ~ Sábado 30 de Abril*

*Clark Park, Detroit MI*

*10:00am ~ 3:00pm*
Chicago 2011 Día Celebration
2012 *Día* celebration, Woodland, CA
The 16th Annual Día de los Niños Día de los Libros
Be a Superhero...READ!

with special guest
SPIDER-MAN
Courtesy of Time Warner Cable

Thousands of Free Books
Hundreds of Free Activities
dress up as your favorite Superhero!

Saturday - April 28, 2012
10 AM - 4 PM
Washington Park
FREE Admission

Free Transportation by Sun Metro / Transporte Chaluito
For children up to 18 / Para jóvenes hasta 18 años
Proclamation
City of El Paso, Texas

WHEREAS: El Paso will celebrate the 15th Anniversary of the family literacy initiative, Día de los Niños/Día de los Libros, (Children’s Day/Book Day) which has given more than 150,000 new books free to children in our community; and

WHEREAS: Children represent the American Dream and are the focal point of our community; and

WHEREAS: Exercise for the mind and body is essential in the development of healthy families, and supported by organizations such as the El Paso Public Library, Parks and Recreation their partners through their programs; and

WHEREAS: Children are the responsibility of all citizens, and all citizens should be encouraged to celebrate the gift children are to society; and

NOW, THEREFORE, BE IT PROCLAIMED: by the Mayor and Council of the City of El Paso that Saturday, April 30th, 2011 shall be known as:

"DÍA DE LOS NIÑOS/DÍA DE LOS LIBROS DAY"

In Witness Whereof, I have hereunto set my hand and caused the official seal of the City of El Paso to be affixed this 30th day of April, A.D. 2011.

[Signature]
Mayor
El Paso on YouTube:
http://youtu.be/D5imPfL3c0M
Phoenix, AZ
The **Estela and Raúl Mora Award** was established in 2000 by Pat Mora and her siblings in honor of their parents and to promote *El día de los niños/El día de los libros* (Children’s Day/Book Day). Culminating celebrations of this yearlong initiative that links all children to books, languages, and cultures are traditionally held on or near April 30. The Mora Award is presented on an annual basis in partnership with ALA-REFORMA to the most exemplary celebration(s).
2012 Mora Award Winners, Lynden (WA) Public Library
Mora Award Recipients

2012: Lynden Public Library (WA)

2011: Santa Ana Public Library (CA)
Springfield Public Library (OR)

2010: Arthur F. Turner Community Library of Yolo County Library (CA)
Pima County Library (AZ)
Santa Barbara Public Library System (CA)

2009: San Francisco Public Library (CA)
Topeka and Shawnee County Public Library (KS)

2008: Riverside County Library System (CA)
Public Library of Charlotte/Mecklenburg County (NC)
Mora Award Winners (cont’d):

2007: Broward County Library System (FL)

2006: Kenton County Public Library (KY)

2005: REFORMA de Utah (UT)

2004: Providence Public Library (RI)

2003: Corvallis-Benton County Public Library (OR)

2002: Multnomah Public Library (WA)

2001: El Paso Public Library (TX)

2000: Austin Public Library (TX)
New! Mora Honor Awards:

- District of Columbia Public Library
- King County Library System (WA)
- Sacramento Public Library (CA)
Día!
Today and Every Day of the Year

For more information, go to:
http://dia.ala.org/ or
http://www.patmora.com/dia/dia_history.htm