



El día de los niños/El día de los libros (Children's Day/Book Day), commonly known as Día, is a nationally recognized initiative that emphasizes the importance of literacy for all children from all backgrounds. It is a daily commitment to linking children and their families to diverse books, languages and cultures. The celebration is intended to be year-round, culminating on **April 30<sup>th</sup>**.

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### **Through Día, libraries work to...**

- Celebrate children and connect them to the world of learning through books, stories and libraries.
  - Nurture cognitive and literacy development in ways that honor and embrace a child's home language and culture.
  - Introduce families to community resources that provide opportunities for learning through multiple literacies.
  - Recognize and respect culture, heritage and language as powerful tools for strengthening families and communities.
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**By becoming a *Día Partner* you can contribute to making it easier for libraries across the country to link children to diverse books. We ask that you do one, or more, of the following:**

- Offer discounts to libraries wishing to purchase books or materials for their Día Celebration.
- Offer discounts to parents wishing to continue the Día celebration at home.
- Develop a Día resource, such as a poster or toolkit, for libraries or parents.
- We are also open to discussing other ways you can contribute and partner with us on Día.

### **The benefits of becoming a *Día Partner* include:**

- ALSC will promote you as a *Día Partner* on the Día website, which is an interactive tool visited by librarians and parents that connects them to Día resources like book suggestions, resource guides, toolkits, activity sheets and more.
- Increase your visibility as a company that is dedicated to children's libraries and build relationships with children's librarians across the country who celebrate Día.
- Become part of a nation-wide initiative that works to cultivate literacy development in ways that honor and embrace a child's home language and culture!

**Together, let's grow *Día* and connect children to a world of learning through books, stories and libraries!**

For more information about Día scan the code or visit <http://dia.ala.org>. Or contact Angela Hubbard at [ahubbard@ala.org](mailto:ahubbard@ala.org) or 312.280.1398

