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 30th.

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.

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 or 312.280.1398