



## **We want you to celebrate Canadian Kids' Books with us!**

You may have heard of **I Read Canadian Day (IRCD)** which celebrated its inaugural year in February 2020 and inspired and empowered young readers across Canada to read Canadian books of their choosing. The celebration is the brainchild of children's author Eric Walters in conjunction with major organizations, sponsors and donors along with the Canadian children's book community, to fight against declining Canadian book sales through promoting awareness of the abundance, breadth and diversity of Canadian identity as represented in our young readers.

**We are extending an invitation to all bookstores in Canada for 2021's celebration on February 17, 2021 - I Read Canadian Day: Now More Than Ever.** We want to boost sales of Canadian kids' books and we need you to join in to be successful and create kids who will be lifelong readers and book buyers.

### **WHAT YOU CAN DO**

The audience of IRCD is young readers and the initiative has been led by Canadian Kids' Authors and Illustrators; so we're encouraging stores to do the following:

- Set up displays of Canadian Childrens' Books for one week (February 10 through 17, 2021) with many stores already committing to at least one table prominently featuring books by Canadian Childrens' Book Creators
- Host an author/illustrator via a virtual video promoting your store OR, if possible, have them celebrate in-store on February 13, 2021 (they will be Ambassadors for you to help you sell books!)
- Consider additional In-store Displays or Window Displays (there were some window display competitions last year!)
- Social Media promotion and Webpage presence

### **BENEFITS FOR YOUR STORE**

Last February, Blue Heron Books rose to the occasion with several in-store displays and beautiful window displays. They took the opportunity to plan a week of events celebrating Canadian kids' books and benefited from crowds and boosted sales. As a result, they were recognized by local politicians and ended up being featured on major news outlets. They are planning even more events, giveaways, sales and promotions for 2021. We want to see every store excel like this!

**#IReadCanadian**

Another great way to celebrate is through your website and social media. Did you know last IRCD was the top trending hashtag in Canada? With the support IRCD has from organizations and creators collectively, the online presence of the celebration was huge. Posting and tagging @ireadcanadian as well as #IReadCanadian and its supporting organizations can only boost your store's visibility and sales. We want to amplify your store and your work! Post pics and videos of your store's displays and tag us. We'd love to repost and show you off!

#### A SAMPLE SOCIAL MEDIA POST:

*Now More Than Ever we celebrate Canadian children's books and our young readers.  
On Wednesday, February 17, 2021 Read Canadian KidLit and tag @ireadcanadian #IReadCanadian*

### LONG-RANGE I READ CANADIAN DAY POWER

Another Story Book Shop has continued to feature the IRCD logo on their website to direct their online shoppers to Canadian titles and reap benefits year-round. Similarly, Scholastic has used the I Read Canadian logo in their Book Club fliers and at their Book Fairs as an effective marketing tool. They understand that **a child who reads Canadian books today will be an adult who buys Canadian books their entire life and teaches their children to do the same.**

We're including links to free media resources for your use and hope you'll take advantage of them.

<https://ireadcanadian.com/day/>

### YOUR IRCD KIDLIT AMBASSADOR

As a Thank-You and with boosting sales in mind, we've had one more ambitious idea. We've got our teams together and we're ready to get one or more Canadian Kids' Book creator in every store across Canadian on Saturday, February 13, 2021!

OR

Have them film a short video perfect for social media encouraging viewers to shop at your store to be posted during an all-day Canadian bookstore celebration on February 13, 2021! Authors and/or illustrators will be your store's Ambassadors for Canadian Children's Literature. They will promote reading and buying Canadian books at your store. We've been told if we can do this, it could be a headlining story. Because of the pandemic, we're realistic we may have to rely on alternates to in-person events but we're optimistic in making plans. Right now, we all need something positive to look forward to.

**We want you to come Celebrate at the Biggest Canada-Wide Kids' Book Party on  
FEBRUARY 17, 2021!**

**We need you now more than ever! Let's cheer on our books together!**



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