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## **National inaugural I Read Canadian Day to take place on February 19, 2020**

### **About:**

The Canadian Children's Book Centre (CCBC), The Ontario Library Association/Forest of Reading®, CANSCAIP, and Canadian children's author, Eric Walters, announce the launch of a nation-wide initiative called I READ CANADIAN DAY, to take place on Wednesday, February, 19<sup>th</sup>, 2020.

The inaugural I READ CANADIAN DAY is a national day of celebration of Canadian books for young people. This is a day dedicated to reading Canadian and will empower families, schools, libraries and organizations to host local activities and events within the week.

### **Steering Committee:**

The steering committee for the project includes Rose Vespa, Executive Director, Canadian Children's Book Centre, children's author Eric Walters, Sharon Jennings, author and President of CANSCAIP, Meredith Tutching, director, Forest of Reading, and Shelagh Paterson, Executive Director of the Ontario Library Association.

### **Purpose of the Event:**

"The purpose of this event", says Rose Vespa, Executive Director of the Canadian Children's Book Centre, "is to raise awareness of Canadian books and to celebrate the richness, diversity and breadth of Canadian literature."

“We want the entire nation to be excited about reading Canadian books,” says Meredith Tutching of the OLA. “We encourage everyone to take some time out of their day to read for fun and share their experiences.”

“We want people to buy, borrow, read and talk about Canadian books – whether they are in English, French, or Indigenous languages, and can be in print, e-format and accessible formats,” says Sharon Jennings, president of CANSCAIP. “The target venues in the inaugural year are schools, public libraries, and bookstores. We hope parents, caregivers, educators, and librarians will join in!”

### **Target Venues:**

The target venues in the inaugural year are schools, public libraries, and bookstores as we envision lots of enthusiasm and involvement at this level. Outlets will be encouraged to host activities and events within the week (for example, hosting a local I Read Canadian Display for a month, or having author and illustrator visits during the week of I Read Canadian Day. Active readers, parents, caretakers, educators, and others will be all encouraged to participate as well, in whatever way they choose.

### **Timing:**

- The website, [ireadcanadian.com/day](http://ireadcanadian.com/day) will launch on **October 28th**
- Registration will begin as of **December 1st**.
- Key activities will take place **Feb 14-21st**, with **February 19** as the official I Read Canadian Day.

### **Social Media:**

- The social media campaign will begin on October 28th, using the hashtag #IReadCanadian.

### **About the Organizers:**

**About the CCBC:** The Canadian Children’s Book Centre (CCBC) is a national, not-for-profit organization founded in 1976. We are dedicated to encouraging, promoting and supporting the reading, writing, illustrating and publishing of Canadian books for young readers. Our programs, publications, and resources help teachers, librarians, booksellers and parents select the very best for young readers. See more at [bookcentre.ca](http://bookcentre.ca).

**About Eric Walters:** It all began in 1993 when Eric was teaching a Grade 5 class. His students were reluctant readers and writers and Eric began to write to encourage them to become more involved in literature. Since his first novel Eric has exploded on the children’s and young adult scene. Over the following years he has published over 104 more novels and picture books with 8 more scheduled in the coming years. Eric is the recipient of The Order of Canada for his contribution to literature. See more at [ericwalters.net](http://ericwalters.net).

**About CANSCAIP:** CANSCAIP is dedicated to Canadian children's authors, illustrators and performers and their work. We provide promotional and networking opportunities to over 400 professional Members and 600 Friends, making us the largest organization in Canada supporting creative work for children and teens. Canada's creators for young people have achieved great success here and around the world, and CANSCAIP has been an important part of encouraging that success. See more at [canscaip.org](http://canscaip.org).

**About the Forest of Reading:** The Forest of Reading® is Canada's largest recreational reading program! This initiative of the Ontario Library Association (OLA) offers ten reading programs to encourage a love of reading in people of all ages. The Forest helps celebrate Canadian books, publishers, authors and illustrators. More than 270,000 readers participate annually from their school and/or public library. All Canadians are invited to participate via their local public library, school library, or individually. See more at [accessola.com/forest](http://accessola.com/forest).

**About the Ontario Library Association:** Founded in 1900, the OLA is the oldest continually operating non-profit library association in Canada. With more than 5,000 members, the OLA is the largest library association in the country. We provide the chance for library staff and supporters to share experience and expertise while creating innovative solutions in a constant changing environment. We offer opportunities for learning, networking, recognizing, influencing and celebrating within the library world. See more at [accessola.org](http://accessola.org).

**To book an interview with Meredith Tutching from the Forest of Reading, Sharon Jennings from CANSCAIP, or Eric Walters, please contact Karen McMullin, National Publicist, Nimbus Publishing, at 647-461-3824, or by email at [kmcmullin@nimbus.ca](mailto:kmcmullin@nimbus.ca).**

**To book an interview with Rose Vespa, Executive Director, Canadian Children's Book Centre, please contact Emma Hunter, Marketing and Communications Coordinator at 416-975-0010 ext. 221, or by e-mail at [emma@bookcentre.ca](mailto:emma@bookcentre.ca).**

