**I Read Canadian Day Toolkit**

Participating in **I Read Canadian Day** is simple. Just stop and read a Canadian book for 15 minutes. That’s what it’s all about. But we know that there are many enthusiastic librarians, teachers and book sellers who are eager to make the most of I Read Canadian Day to promote Canadian books and authors!

This toolkit offers ideas for schools, libraries, and booksellers to take leadership in promoting Canadian books and for celebrating I Read Canadian Day. Best advice? **Keep things fun!** Celebrate the richness of Canadian literature and support your readers as they discover great Canadian books.

**Promoting Canadian Books and I Read Canadian Day**

* Share the I Read Canadian Day [letter-size poster](https://ireadcanadian.com/wp-content/uploads/2019/10/2019-IRC-Day-Flyer-English.pdf) (on the website) to create interest in your school or library
* Book sellers could use the [letter-size poster](https://ireadcanadian.com/wp-content/uploads/2019/10/2019-IRC-Day-Flyer-English.pdf) to raise awareness with their customers, like including it in shipments to schools and libraries
* Sign up your school or library for free at: <https://ireadcanadian.com/day/>
* Download and use the graphics on the [I Read Canadian Day](https://ireadcanadian.com/day/) / [Journée Je lis des auteur canadiens](https://ireadcanadian.com/day-fr/) for promotions: You will find graphics for every purpose. Use I Read Canadian graphics:
	+ For displays in the library, classroom, or showroom
	+ On your website and on social media
	+ In newsletters
	+ In custom promotional items like bookmarks, with information about your own celebrations
* Make use of resources on the [I Read Canadian website](https://ireadcanadian.com/day/), including:
	+ Graphics to use in promotions: Print, website, social media, even in your email signature!
	+ [Building Readers](https://ireadcanadian.com/building-readers/) / [Créer des lecteurs](https://ireadcanadian.com/building-readers-fr/): Your starting point for finding Canadian books: Lists of great Canadian books from national, provincial and territorial reading programs
* Search provincial awards committees and their nominees for reading recommendations (See Helen Kubiw’s article in the Canadian School Libraries Journal, [*Unearthing Reading Gems in Book Award Programs*](https://journal.canadianschoollibraries.ca/unearthing-reading-gems-in-book-award-programs/))
* Explore other sources for finding great Canadian books for kids and teens, including:

* + [Canadian Children’s Book Centre](https://bookcentre.ca/) (CCBC), including:
		- Publications: Book News and Best Books for Kids
		- Online resources including:
			* Tips for [How to Choose a Book](https://bookcentre.ca/resources/how-to-choose-a-book) by age and by genre
			* [Social Justice and Diversity Book Bank](http://sjad.bookcentre.ca/)
			* [Teachers’ Book Bank](http://bookbank.bookcentre.ca/): Canadian historical fiction and non-fiction books
			* [Theme Guides](https://bookcentre.ca/resources/theme-guides) to Canadian books
			* Links to [a comprehensive set of web resources](https://bookcentre.ca/resources/links) relating to Canadian Children’s Books
		- Follow CCBC on social media for timely connections to new ideas and resources.
	+ Helen Kubiw’s popular blog [CanLit for Little Canadians](https://canlitforlittlecanadians.blogspot.com/): Promoting children’s and YA books by Canadian authors and illustrators. Follow Helen on Twitter [@HelenKubiw](https://twitter.com/HelenKubiw)
	+ [MG Book Village](https://mgbookvillage.org/): A Place for Middle Grade Book Lovers. Follow MG Book Village co-creator Kathie MacIsaac on Twitter [@kmcmac74](https://twitter.com/kmcmac74)
	+ Selection lists provided by booksellers and retailers
* Learn more about Canadian authors and illustrators on the [Canadian Society of Children’s Authors, Illustrators and Performers](https://www.canscaip.org/) (CANSCAIP) website.
* Highlight Canadian books with displays, physical and virtual! Some ideas for your displays:
	+ Highlight authors in your town or region
	+ Highlight different genres
	+ Create an “If you like this [popular] book then try this [Canadian] book display
	+ Create a Canadian book map featuring authors from around the country (See the [CANSCAIP directory](https://www.canscaip.org/Members) by province / territory)
	+ Create a display to help library users find Canadian books in your library
	+ Share student book reviews
	+ Put students in charge of creating displays
	+ Have students create book trailers to share on the library / school website
	+ Be sure to use I Read Canadian graphics in your displays and on your website and social media!
* Have Canadian books available in a variety of formats and genres: Print and ebook, picture books, fiction and non-fiction, graphic novels, Hi-Lo, French, English, even Indigenous languages – something for every reader. Provide books in accessible formats.
* Plan a Canadian author visit or virtual visit any time of the year, or specifically for your I Read Canadian Day event. Connect to the [CANSCAIP](https://www.canscaip.org/) website to learn how.
* The [Library Marketplace](https://www.thelibrarymarketplace.com/collections/i-read-canadian) carries all sorts of I Read Canadian “swag” - T-shirts, author posters, novelties & stickers.  Purchase I Read Canadian products to use as promotions and prizes
* Use social media to post promotions and celebrations using the hashtag ***#IReadCanadian***. Show off what you’re reading and doing to celebrate I Read Canadian Day
* Read Canadian author Paul Coccia’s excellent article in the Canadian School Libraries Journal for more inspiration and ideas: [*I Read Canadian Day: On February 19, We Stand on Guard to Read*](https://journal.canadianschoollibraries.ca/i-read-canadian-day-on-february-19-we-stand-on-guard-to-read/)

**Promotion at the School System Level**

* Promote I Read Canadian Day through channels within the school district (i.e., teacher-librarian association, Language teachers, library support staff, curriculum leaders) and the school (staff, departments, administration, school council, etc.)
* Declare I Read Canadian Day district-wide and support schools in their celebrations
* Write a media release highlighting I Read Canadian Day and invite local media to a school for an event / interviews, etc.
* Take advantage of the day to seek out opportunities to highlight the role of the school library in literacy to senior administrative and instructional leaders in the school district, and to elected school board members
* Share your celebrations with the district / province / country / world through social media using the hashtag ***#IReadCanadian***

**Promotion in the School Library Association**

* Declare I Read Canadian Day in your province / territory and support schools and districts in their celebrations
* Collect ideas and stories from your members and share in publications and conferences
* Submit success stories to [Canadian School Libraries Journal](https://journal.canadianschoollibraries.ca/) for publication
* Share your celebrations with the province / country / world through social media using the hashtag ***#IReadCanadian***

**Promotion in Public Libraries**

* Invite the city or town to declare I Read Canadian Day in your community
* Write a media release highlighting I Read Canadian Day and invite local media to the library for an event
* Take advantage of the day to seek out opportunities to highlight the role of the library
* Invite community groups to participate
* Share your celebrations with the province / country / world through social media using the hashtag ***#IReadCanadian***

**Library and Classroom Programming Ideas**

* Put aside 15 minutes for students to read Canadian in the library, in your classroom or across the school. After all, that’s the point!
* Create displays to support readers. Use some of the ideas in this section to inspire your displays.
* Support teachers, students, and all library patrons in finding Canadian books to meet every interest and taste:
	+ Use the resources suggested in the Promotion section above
	+ Create easy-to-use instructions for how people can find Canadian books in your library collection
	+ Create Canadian read-aloud lists to share with teachers
	+ Suggest Canadian books similar to other books that readers love, for example, “If you love *The Hunger Games*, try reading Cherie Dimaline’s *The Marrow Thieves* or Vick Vansickle’s *The Winnowing*”
* Write an article for the school or library newsletter directed to parents and guardians informing them about the day and encouraging them to continue the event at home that night (i.e., bedtime reading)
* Invite Canadian authors to visit the school or library to celebrate I Read Canadian Day. Don’t forget about virtual visits!
* Invite parents, grandparents, and community leaders in to do readings for students on I Read Canadian Day
* Print these [I Read Canadian Day bookmarks](https://ireadcanadian.com/wp-content/uploads/2019/12/IRCDbookmarkActivity.pdf). Students can customize their very own bookmark with the title of the book they read to celebrate I Read Canadian Day
* Create a friendly competition to challenge other classes to read Canadian in February
* Create a reading BINGO for students with certain tasks related to Canadian literature (ie. Read a picture book illustrated by a Canadian artist)
* Play a matching game where photos of authors need to be matched to their book covers
* Create an escape room where students need to do multiple tasks in a limited amount of time (ie. complete a crossword puzzle of popular Canadian book titles)
* Prepare Jeopardy-Smartboard games (one for primary, one for junior, one for intermediate, one for senior) about Canadian books. Each class could play it or there could be a division-wide contest with children signing their teams up to compete. Those children not participating would still be in the audience cheering on their peers.
* Hold an I Read Canadian photo scavenger hunt using [this handout](https://ireadcanadian.com/wp-content/uploads/2019/12/IRCD_PhotoScavengerHunt.pdf), or make your own. Students use the clues to find and photograph books by Canadian authors, and then use their photos to create a collage. Display the results in the library and on your library website.
* Have a “Get Caught Reading Canadian” photo contest where kids submit photos from the day. Display the photos in the school and use them  in promotions next year. Share the photos with the authors of the books via social media (Be sure to tag #IReadCanadian). Consider providing free books or some I Read Canadian “swag” as incentives/prizes for the contest.
* Have a poster contest where the winner receives a prize of a gift card from a local bookstore, a signed Canadian book, or some I Read Canadian “swag”
* Create a new cover for a favourite book and share it with the author on social media
* Write letters to a favourite author and send them as a class
* Invite students to share their favourite Canadian books. They could:
	+ Write promotions to be shared in displays or create their own displays
	+ Create video book trailers
	+ Create podcast episodes
	+ Share book reviews using Flipgrid or use Flipgrid to create a shared message board about Canadian books an ask Canadian authors to participate (Read this great article in Canadian School Libraries Journal by teacher-librarian Sarah Murray for more ideas: [*Flipgrid: A Modern Tech Tool to Practice the Age Old Art of Speaking*](https://journal.canadianschoollibraries.ca/flipgrid-a-modern-tech-tool-to-practice-the-age-old-art-of-speaking/))

We’d love to hear about your ideas and celebrations! Please join the social media conversation using the hashtag **#IReadCanadian**. Keep things fun as you celebrate Canadian books and reading!