



The Canadian  
Children's  
Book Centre

olba  
: ontario library boards' association



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## ***I Read Canadian: "Now More Than Ever"***

**Second Annual Celebration of Canadian Children's Literature slated for February 17, 2021**

### **FOR IMMEDIATE RELEASE:**

November 9, 2020 (Toronto, ON) – In these uncertain times, when we seek to connect even while physically distanced, the goals of the second annual ***I Read Canadian Day, February 17, 2021***, will resonate ***now more than ever***. The event will be a national celebration of Canadian books for young people, with the goal of elevating the genre, and celebrating their breadth and diversity. ***I Read Canadian Day*** will take place in homes, schools, libraries and bookstores all across the country. Last year, the inaugural celebration received much needed support from federal representatives – most notably Mr. Lloyd Longfield, MP for Guelph, as well as Senator Rob Black, and received coverage from *The Toronto Star*, *The Globe and Mail* and *Quill & Quire*. Celebrated Canadians Eugene Levy; Margaret Atwood; The Right Honourable Adrienne Clarkson; *Kim's Convenience* actor, Paul Sun-Hyung Lee; and the National Ballet of Canada's Karen Kain, were among those who joined Prime Minister Justin Trudeau and Sophie Grégoire Trudeau showing their support on social media @ireadCanadian.

The goal of ***I Read Canadian Day 2021*** is for children nationwide to read a Canadian book for fifteen minutes on **February 17th**. On Saturday, **February 13th**, events will be held at bookstores all across Canada with creators taking part in readings and signings. "In these unprecedented times, now more than ever, we need to celebrate all Canadian voices by participating in *I Read Canadian!*" says Eric Walters, the best-selling author who spearheaded this initiative.

***I Read Canadian Day*** was created as a collaboration between the **Canadian Children's Book Centre** (CCBC); children's author **Eric Walters**; **CANSCAIP** (Canadian Society of Children's Authors, Illustrators and Performers); and the **Ontario Library Association** (OLA.). This year, **Communication-Jeunesse** and **Canadian School Libraries** (CSL) have joined the steering committee, and will respectively be helping the event reach more French-language Canadians and school librarians.

"Young readers across the country responded enthusiastically to the first ***I Read Canadian Day***, and school libraries helped make that happen," says Anita Kirkland Brooks, chair of Canadian School Libraries. "Canadian books help kids discover more about themselves and make

connections to the diversity of the world around them. Kids need those connections now more than ever, and Canadian School Libraries is very pleased to help make that happen.”

“The team at Communication-Jeunesse is constantly in awe of the quality of the children’s literature coming out of Quebec and French-Canada, which succeeds in holding its own in the competitive global book industry,” says Pénélope Jolicoeur, Executive Director of Communication-Jeunesse. “We are proud to collaborate again this year with I Read Canadian in order to shine light on our great literature.”

The social media campaign, using the hashtag #IReadCanadian has launched on I Read Canadian’s official [Twitter](#) and [Instagram](#) accounts. Register your class, library or home to participate today at the [official website](#). Key activities will take place February 13 to February 21, with **February 17** as the official ***I Read Canadian Day***. On that day at noon EST, a series of videos called ***I Write Canadian*** will premiere on the CCBC’s YouTube channel, [Bibliovideo](#). Presentations from an amazing roster of authors and illustrators will be featured to celebrate ***I Read Canadian***.

*For more information, please contact:*



Emma Hunter  
Marketing and Communications Coordinator  
The Canadian Children’s Book Centre  
416 975-0010 ext. 2  
[emma@bookcentre.ca](mailto:emma@bookcentre.ca)

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**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 114 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 Canadian School Libraries:** Canadian School Libraries (CSL) is a non-profit charitable organization dedicated to professional research and education in the field of the school library learning commons in Canada. CSL connects school library practitioners and educators across Canada in the collaborative pursuit of delivering exemplary practices reflective of current professional school library learning commons standards. See more at [canadianschoollibraries.ca](http://canadianschoollibraries.ca).

**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 Communication-Jeunesse:** Communication-Jeunesse is a national non-profit cultural organization that was founded in 1971 to promote and appreciate Quebec and Franco-Canadian literature aimed at young people age 0 to 17. The vitality of the organization is largely based on the quality of its associative life and the commitment of its members has been at the heart of its operations since its creation. The members of Communication-Jeunesse enrich its actions and promote its development with as much rigor as energy. For more information, please visit [communication-jeunesse.qc.ca](http://communication-jeunesse.qc.ca).

**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.com](http://accessola.com).

**To book an interview with Meredith Tutching from the Forest of Reading, Sharon Jennings from CANSCAIP, Eric Walters, Pénélope Jolicoeur from Communication-Jeunesse, Anita Kirkland Brooks from Canadian School Libraries or Rose Vespa from the Canadian Children's Book Centre, please contact Emma Hunter, Marketing and Communications Coordinator at 416-975-0010 ext. 2, or by e-mail at [emma@bookcentre.ca](mailto:emma@bookcentre.ca).**