



## I READ CANADIAN TOOLKIT FOR INFLUENCERS

---

### INTRODUCTION

#### What is I Read Canadian Day?

I Read Canadian Day is a national celebration of Canadian books for young people, with the goal of elevating the genre and celebrating the breadth and diversity of these books. On that day, all Canadians will be encouraged to read a children's book by a Canadian author or illustrator for 15 minutes. I Read Canadian Day will take place in homes, schools, libraries and bookstores across the country.

In preparation for the big day on February 17, events will be held at bookstores across Canada on Saturday, February 13, with creators taking part in readings and signings.

I Read Canadian Day began 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) joined the steering committee, with Access-Copyright; Access-Copyright Foundation; Scholastic; Telling Tales Organization; Orca Book Publishers; and A Different Drummer Books coming on board as supporters.

#### When Is It?

The second annual I Read Canadian Day is **Wednesday February 17, 2021**. Virtual events for bookstores all across Canada will take place on **Saturday February 13, 2021**.

#### What You Can Do?

As a Canadian book blogger or influencer, this day is here to celebrate the fantastic books for young people you love, written by fellow Canadians! This guide is full of ideas for how to spread the word about I Read Canadian Day and show Canadian reads some love.



---

## HOW TO SPREAD THE WORD

### Ways to promote I Read Canadian Day

- Share a favourite Canadian kids book, author, or illustrator
- Create and share a reading list for I Read Canadian Day
- Take a photo of you or your family reading a Canadian book
- Share an I Read Canadian Day-inspired craft
- Continue to like, share, and comment on posts from the I Read Canadian Day social media pages

### Facebook

This year, we need to read Canadian #NowMoreThanEver.

On February 17, the second annual @IReadCanadian Day is taking place all across the country. This event is even more important than ever, in a time when we could all use something to bring us together. East Coast to West Coast, read Canadian for just 15 minutes on February 17th and let everyone know why you think it's important to read Canadian. Need some suggestions? Check out these Canadian books we love!

Sign up to take part in this national celebration at [ireadcanadian.com/day](http://ireadcanadian.com/day).

Celebrate great Canadian books with us!

On February 17, the second annual @IReadCanadian Day is taking place all across the country. This event is even more important than ever, in a time when we could all use something to bring us together. East Coast to West Coast, take 15 minutes to read a Canadian book for young people on February 17th and let everyone know why you think it's important to read Canadian. Need some suggestions? Check out [title] by [Author]!

Sign up to take part in this national celebration at [ireadcanadian.com/day](http://ireadcanadian.com/day).

### Twitter

February 17 is #IReadCanadianDay and we're asking you to read a Canadian book for young people for 15 minutes. Not sure where to start? Check out [title] by [Author]!

Did you know that February 17 is [@ireadcanadian](https://twitter.com/ireadcanadian) Day? Support Canadian authors and illustrators and celebrate Canadian culture by reading a Canadian book for young people for just 15 minutes.



---

#NowMoreThanEver we are reminded why books are important. February 17 is @IReadCanadian Day and nation-wide young people will be reading Canadian for 15 minutes. Looking for a #bookrecommendation? Check out these Canadian books we love!

## Instagram

This year, we need to read Canadian #NowMoreThanEver. On February 17, the second annual @IReadCanadian Day is taking place all across the country. This event is even more important than ever, in a time when we could all use something to bring us together. East Coast to West Coast, take 15 minutes to read a Canadian book for young people and let everyone know why you think it's important to read Canadian. Looking for a great Canadian book for your little reader? We love [title] by [Author]!

Sign up to take part in this national celebration at [ireadcanadian.com/day](http://ireadcanadian.com/day). Happy reading!

.  
#Reading #Books#CanLit #KidLit #ForestOfReading #NowMoreThanEver #IReadCanadian  
@kidsbookcentre @ontariolibraryassociation @communication\_jeunesse @ericwaltersauthor  
@orcabook @accesscopyright @TellingTalesOrg @IReadCanadian

Looking for #IReadCanadian Day book recommendations? Check out my list of great Canadian kids reads above! On February 17, the second annual @IReadCanadian Day is taking place all across the country. East Coast to West Coast, take 15 minutes to read a Canadian book for young people and let everyone know why you think it's important to read Canadian.

Sign up to take part in this national celebration at [ireadcanadian.com/day](http://ireadcanadian.com/day). Happy reading!

.  
#Reading #Books#CanLit #KidLit #ForestOfReading #NowMoreThanEver #IReadCanadian  
@kidsbookcentre @ontariolibraryassociation @communication\_jeunesse @ericwaltersauthor  
@orcabook @accesscopyright @TellingTalesOrg @IReadCanadian

## Fun Emojis to Include





---

## MEDIA ASSETS

### I Read Canadian Accounts

[Twitter](#)

[Facebook](#)

[Instagram](#)

### Hashtags

Wherever you're posting, use the hashtags #IReadCanadian and #NowMoreThanEver for English and #livrescanadienspourmoi and #plusquejamais for French.

Please remember to tag the author, illustrator, and publisher of the book(s) that you share on social media when applicable.

### Facebook Frames

You can show your support for #IReadCanadian by using frames for your profile picture! Get yours in [English](#) or [French](#).

### Downloads

Logo ([English/French](#))

[I Read Canadian GIF](#)

Cover Photos ([Facebook](#), [Twitter](#), [LinkedIn](#))

Instagram Images ([general](#))

Facebook Images ([general](#))

Twitter Images ([general](#))

[Story Images](#)

[E-Signature](#)

[Zoom Backgrounds](#)