



## I READ CANADIAN TOOLKIT FOR PUBLISHERS

---

### 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 publisher of books for young people, this day is here to celebrate you, your authors and your books! This guide will give you a starting point on how to take part in the second annual I Read Canadian Day.



---

## SOCIAL MEDIA BASICS

### 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.

### Facebook Frames

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

## SAMPLE SOCIAL MEDIA POST TEMPLATES

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? Be sure to read [title] by [Author]!

Did you know that February 17 is [@ireadcanadian](#) Day? Support Canadian authors and illustrators and celebrate Canadian culture by reading a Canadian book to kids 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.

## Fun Emojis to Include



## DOWNLOADS

Logo ([English/French](#))

[I Read Canadian GIF](#)

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

Instagram Images ([general/for creators](#))

Facebook Images ([general/for creators](#))

Twitter Images ([general/for creators](#))

[Story Images](#)

[E-Signature](#)

[Zoom Backgrounds](#)



---

## HOLDING YOUR OWN EVENT

All across the country, events are going to be held to celebrate great Canadian books. You can hold your own event to promote reading Canadian. Add your event to the [Canadian Children's Book Centre's](#) event calendar by e-mailing [emma@bookcentre.ca](mailto:emma@bookcentre.ca) and let us know what you're planning by tagging @IReadCanadian on social media or e-mailing [ireadcanadian@bookcentre.ca](mailto:ireadcanadian@bookcentre.ca).