



*Now More Than Ever*

**The Second Annual I Read Canadian Day Kicks Off Tomorrow With a Special Message from Prime Minister Justin Trudeau to the Young People of Canada**

FOR IMMEDIATE RELEASE:

February 16, 2021 (Toronto, ON) – Wednesday marks the second annual I Read Canadian Day, a national event celebrating Canadian books for young people, with the goal of elevating the genre and celebrating the breadth and diversity of these books. In homes, schools and libraries across the country, people will be reading Canadian for 15 minutes to mark this special day, including the residents of Rideau Cottage. Tomorrow at 6AM EST a special message, in English and French, from Prime Minister Justin Trudeau will premiere on the [I Read Canadian website](#), social media accounts and the [YouTube channel Bibliovideo](#). Bibliovideo will also host a virtual video series called I Write Canadian, featuring Canadian writers for young people, which will premiere at 12PM EST on the same day.

“We are very lucky because Canada is home to some of the world’s best authors and illustrators,” says Prime Minister Trudeau in his message. “Across our country, from coast to coast, and in every region, Canadians are sharing the stories that reflect our culture, heritage and our diversity.”

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.

For schools, libraries and families, there is still time to sign up to participate in this event. Register for free at [ireadcanadian.ca/day](http://ireadcanadian.ca/day) and be automatically entered to win award-winning books and virtual visits from best-selling Canadian children’s authors and illustrators. Participants can also find resources and activities available at the [I Read Canadian website](#) in both of Canada’s official languages. Downloads include bookmarks, toolkits, a matching game, writing activities, a scavenger hunt, book recommendations and more! Participants are asked to share their I Read Canadian day adventures on social media by tagging @IReadCanadian on [Twitter](#), [Facebook](#) and [Instagram](#), using the hashtags #IReadCanadian and #NowMoreThanEver.

This year, I Read Canadian Day is not only a celebration of the phenomenal creators in this country, but also of the ways books can connect us and bring us together. “With every new story comes a new experience and a new perspective and now is the perfect time to try something new,” says Prime Minister Trudeau, urging young people across the country to “keep reading.”

For questions and media requests, please contact:



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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 eight 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. They provide promotional and networking opportunities to over 400 professional Members and 600 Friends, making them 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 10 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 (OLA):** 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. They provide the chance for library staff and supporters to share experience and expertise while creating innovative solutions in a constant changing environment. The OLA offers opportunities for learning, networking, recognizing, influencing and celebrating within the library world. See more at [accessola.org](http://accessola.org).