

# NEWS

For Immediate Release

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\*\*\*\* MEDIA ALERT \*\*\*\*

## Publishers, Booksellers, Librarians Partner to Kick Off Latino Books Month

### Celebrate El día de los niños / El día de los libros (Children's Day/Book Day) and Get Caught Reading! / ¡Ajá! Leyendo

NEW YORK - Celebrations featuring beloved radio personalities, bestselling authors and scholars, parents, educators, librarians and children nationwide focus attention on literacy in both English and Spanish.

**El día de los niños/El día de los libros (Children's Day/Book Day)**, known as Día, is a year-round celebration that is officially recognized annually on April 30. Founded by children's book author Pat Mora in 1996 and administered by the Association for Library Service to Children (ALSC), the day highlights the importance of literacy among children of all ages and of every cultural and linguistic background. The celebration culminates on April 30 with a range of festivities across the U.S., and serves to kick off Latino Books Month in May. These events also support the national Get Caught Reading!/¡Ajá! Leyendo public awareness literacy campaign, which features public figures getting "caught" reading their favorite books in both English and Spanish.

The Association of American Publishers has teamed with ALSC to present a recommended reading list of children's books published by AAP members, intended to foster "bookjoy" and encourage families to read together on April 30, and every day. Books on the list include those in English and in Spanish as well as bilingual titles, nonfiction, picture books, and novels, all celebrating Latino culture and Latin American identity.

### **April 30 Día Events in Miami and New York: Great for Live Broadcast Shots or Media Interviews!**

#### **New York City Hosts Univision's Dra. Isabel: Wednesday, April 30**

**5:30 – 6:30 pm Queens Public Library, Jackson Heights Branch, 35-51 81<sup>st</sup> Street.** Beloved Univision radio personality Dra. Isabel, reads in Spanish to children from her children's book, *La canción de Gabriela: ¿Cómo me adapto a un lugar nuevo?* (*Gabriela's Song: How Do I Adapt to a New Place?*) published by Rayo/HarperCollins Publishers. The book features a little girl named Gabriela, who shares her fears about her family's move to a new country, the United States, and teaches young readers how to deal with their own feelings. At 6 pm Dra. Isabel reads to parents from her adult title, *Los 7 pasos para ser más feliz: Cómo liberarte del estrés, las preocupaciones y las angustias del pasado*, published by Vintage Español. The program will offer advice on developing healthy relationships, preparing a path to success, and finding true

happiness. This appearance follows her educational panel earlier in the day at the offices of children's book publisher Scholastic to volunteers from Learning Leaders, a nonprofit organization that provides education to tutors supporting over 960 public schools throughout the five boroughs of New York City.

**Miami, Florida's Books & Books Hosts Children's Reading: Wednesday, April 30**

**4 pm – 6:30 pm Books & Books, 265 Eragon Avenue, Miami, FL.** Recognized as one of the nation's leading bookstores in offerings of books in Spanish and English nationwide, Books & Books plans to support El día de los niños by hosting third-graders from Coral Way K-8 Center, the nation's first dual language school, who will kick off the afternoon by reciting classic Spanish poems at 4 pm. Following, Dr. Barbara Zurer Pearson, Ph.D., will give a presentation on raising bilingual children and provide insights to an audience of eager parents from her book *Raising a Bilingual Child*, published by Random House. To close, a middle school theater troupe from Coral Way will perform their play, "Pueblo de las mujeres" by Hermanos Alvarez Quintero, in the courtyard.

To learn more about **Día**, please visit <http://www.ala.org/dia> . For more information about Get Caught Reading!/¡Ajá! Leyendo, including the recommended reading list, please visit <http://www.getcaughtreading.org> .

**About ALSC**

ALSC leads the way in forging excellent library service for all children by supporting the profession of children's librarianship through education, advocacy and collaboration. For more information about ALSC awards, projects and events, visit [www.ala.org/alsc](http://www.ala.org/alsc), or contact the ALSC office at 800-545-2433, ext. 2163, [alsc@ala.org](mailto:alsc@ala.org).

**About REFORMA**

REFORMA, the National Association to Promote Library Services to Latinos and the Spanish-Speaking, was established in 1971 as an affiliate of the American Library Association (ALA). REFORMA seeks to promote the development of library collections to include Spanish-language and Latino oriented materials; the recruitment of more bilingual and bicultural library professionals and support staff; the development of library services and programs that meet the needs of the Latino community; the establishment of a national information and support network among individuals who share our goals; the education of the U.S. Latino population in regards to the availability and types of library services; and lobbying efforts to preserve existing library resource centers serving the interests of Latinos.

**About the Association of American Publishers**

AAP is the national trade association of the U.S. book publishing industry. The association's more than 300 members include most of the major commercial publishers in the United States, as well as smaller and non-profit publishers, university presses and scholarly societies. AAP members publish hardcover and paperback books in every field, educational materials for the elementary, secondary, postsecondary, and professional markets, scholarly journals, computer software, and electronic products and services. The protection of intellectual property rights in all media, the defense of the freedom to read and the freedom to publish at

home and abroad, and the promotion of reading and literacy are among the association's highest priorities.

**About the AAP Publishing Latino Voices for America Task Force**

AAP formed the Publishing Latino Voices for America Task Force in 2002 in response to the burgeoning market of books by and for Latinos with a mission to address those issues that are of particular concern to publishers in this market. The PLVA has expanded its activism to include participation in the Get Caught Reading campaign, BookExpo America, Latino Books Month, Hispanic Heritage Month, and the inaugural Las Comadres and Friends National Latino Book Club. To find out more about the PLVA or El día de los niños bibliography, contact Tina Jordan at [tjordan@publishers.org](mailto:tjordan@publishers.org) or 212-255-020 ext. 263.

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