



Every Child a Reader

**a 501(c)(3) literacy non-profit dedicated to
instilling a lifelong love of reading
in children**

www.ecarfoundation.org  **facebook.com/EveryChildAReader**  **[@CBCBook](https://twitter.com/CBCBook) [#ECAR](https://twitter.com/CBCBook)**



What we do

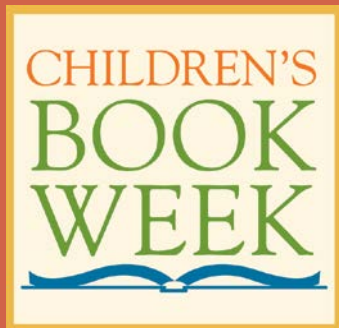
- Every Child a Reader's programs **celebrate** and **educate** kids and teens through the power of books and reading.
- Our programs include:
 - ✓ **Children's Book Week**, the annual celebration of books and reading; the longest-running national literacy initiative in the country
 - ✓ **The Children's Choice Book Awards**, the only national book awards program where the winning titles are selected by kids and teens of all ages
 - ✓ **The National Ambassador for Young People's Literature Program**, the country's "Children's Literature Laureate"



Our history

- Our unique potential as a literacy organization lies in our powerful collaborative relationship with the children's publishing industry.
- ✓ Founded in 1995 by the Board of Directors of the Children's Book Council (CBC) -- the national non-profit trade association for children's book publishers -- ECAR is an independent foundation that is uniquely positioned to unite and rally children's publishers, and the nation, around the common goal of making every child a reader.
- ✓ CBC Members number 80+ children's publishing houses, including Scholastic, Penguin, Random House, Houghton Mifflin Harcourt, HarperCollins, Hachette, Macmillan, and Simon & Schuster.





Children's Book Week

Celebrating books for young people and the joy of reading



About Children's Book Week

The 95th annual celebration of Children's Book Week (CBW) will be held May 12-18, 2014.

Established in 1919, CBW is the longest-running national literacy initiative in the country. In 2013, we hosted more than 150 fun-filled official events in over 50 cities nationwide, connecting children with the creators of their favorite books.

The program is administered by ECAR and the CBC is the anchor sponsor.





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Press

"Across the country, kids, parents, teachers, librarians, and booksellers are joining together for readings, parties, and other events, united by the idea that when it comes to children's books, children themselves should have the final word."

- ***New Yorker Book Bench***

"All right, kids. If there's a holiday for children's literature out there, the closest possible equivalent would have to be Children's Book Week, am I right?"

– **Betsy Bird, New York Public Library's
Youth Materials Specialist**

CHILDREN'S BOOK WEEK

In 2013, 150+ official events were held in 50+ cities nationwide.

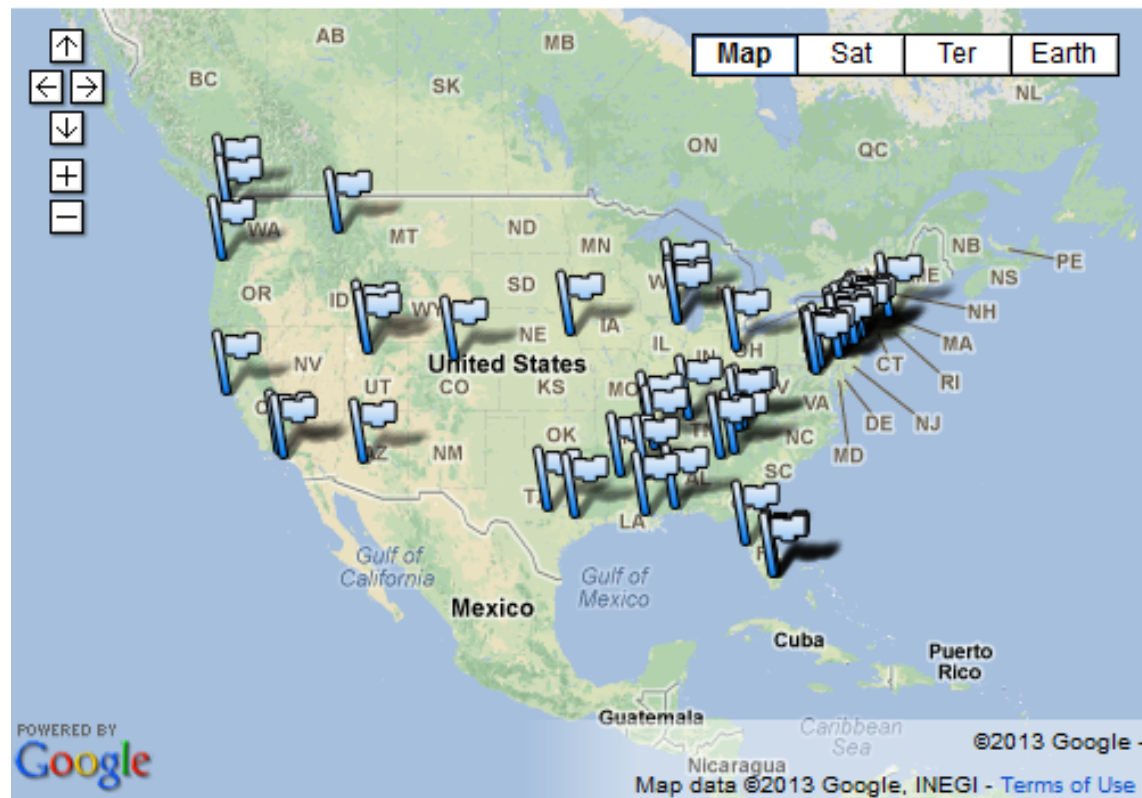
Official event venues include:

- **Book festivals**
- **Bookstores**
- **Libraries**
- **Cultural centers and museums**

Countless local events were held in:

- **Classrooms**
- **Homes, and anywhere else young readers connect with books!**

“Cover to Cover, Coast to Coast”



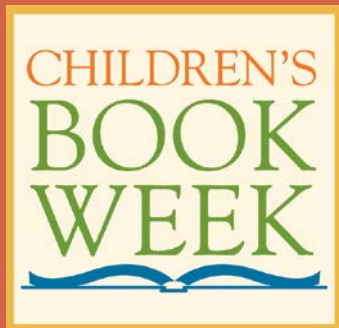
every
child
a reader

CHILDREN'S BOOK WEEK

Children's Book Week events include:

- ✓ Read-alouds, signings, and interactive sessions with beloved authors and illustrators and their young fans and families
- ✓ Planned Children's Book Week curriculums in classrooms nationwide
- ✓ Book-themed plays, kids' open-mic nights, and more





Children's Book Week

Celebrating books for young people and the joy of reading



Why partner with Children's Book Week?

- ✓ Join us in celebrating children's books and sharing the joy of reading
- ✓ Help us achieve our goal of hosting an official Children's Book Week event in every state in the country

2013: 50+ official event cities

2012: 40

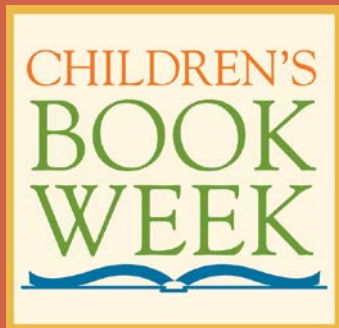
2011: 25

2010: 10

2009: 4

2008: 1





Children's Book Week

Celebrating books for young people and the joy of reading



Children's Book Week potential partner integrations

- ✓ CBW Event Sponsor
- ✓ CBW Poster Sponsor
 - 75,000 free copies distributed nationwide each year
- ✓ CBW Tote Sponsor
 - Free at all official events
- ✓ CBW Official Bookmark Sponsor
- ✓ CBW Digital Toolkit Sponsor



Children's and Teen Choice Book Awards

The only national book awards program where the winning titles are selected
by kids and teens of all ages



About the Children's and Teen Choice Book Awards

Launched in 2008 by Every Child a Reader (ECAR) and the Children's Book Council (CBC), the program celebrates young readers by recognizing the books that matter the most to them.

In 2013, over one million votes were cast at bookweekonline.com
by kids and teens.



Children's and Teen Choice Book Awards

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Press

"Unlike the Caldecott, Newbery, and other national children's book awards, the Children's Choice Book Awards (CCBA) lets kids and teens choose the winning book of the year in four categories. How cool is that?"

– **Amazon's *Shelfari***

"I'm honored to be nominated for the *Red Pyramid* (grades 5-6 category) and author of the year. Wow! I'm in amazing company on both lists."

– **Author Rick Riordan**

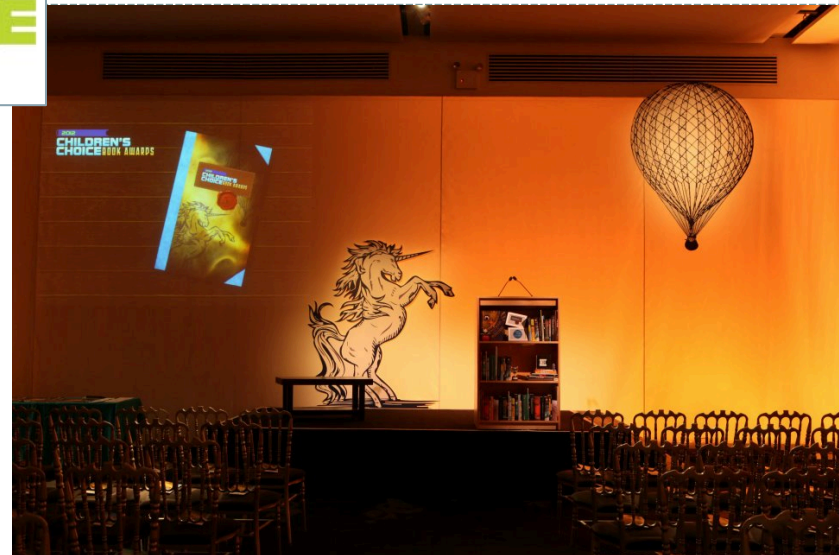


CHILDREN'S CHOICE BOOK AWARDS

Voting for the 7th annual awards opens at bookweekonline.com on March 25, 2014.

- ✓ Over **1,000,000** votes were cast online in 2013.
- ✓ Winners are announced live at a charity gala – the Academy Awards of kids' books – to benefit Every Child a Reader
- ✓ Gala presenters last year included **Meg Cabot, Lois Lowry, and Tomie dePaola.**
- ✓ Past attendees include: **Suzanne Collins, Rick Riordan, S.E. Hinton, Marc Brown, Chris Raschka, Gary D. Schmidt, Mary Pope Osborne, Jeff Kinney, Jack Gantos, Cassandra Clare, and R.L. Stine.**

TEEN CHOICE BOOK AWARDS



Impact Award

An **Impact Award** is given annually at the CCBA's to "pay tribute to an individual whose actions or programs have creatively and significantly moved forward our collective mission of instilling a lifelong love of reading in children."

Last year, we honored NPR's **Michele Norris**.

Previous winners include:

- ✓ NY Giant **Justin Tuck**, co-founder of Tuck's R.U.S.H for Literacy with his wife, Lauran
- ✓ First Book founder **Kyle Zimmer**
- ✓ **Al Roker**, founder of Al's Book Club for Kids
- ✓ **Whoopi Goldberg**



Justin Tuck, co-founder of Tuck's R.U.S.H for literacy



NPR's Michele Norris

Children's and Teen Choice Book Awards

The only national book awards program where the winning titles are selected
by kids and teens of all ages



Why partner with the Children's and Teen Choice Book Awards?

- ✓ Help give children and teens a powerful voice in their reading choices
 - Annual voting numbers since program's inception:
 - 2013: 1,138,675 votes**
 - 2012: 1,000,000
 - 2011: 500,000
 - 2010: 115,000
 - 2009: 220,000
 - 2008: 55,000



Children's and Teen Choice Book Awards

The only national book awards program where the winning titles are selected
by kids and teens of all ages



Children's and Teen Choice Book Awards potential partner integrations

- ✓ Voting Widget Sponsor
 - Over 1,000,000 votes in 2013
- ✓ Online Voting Sponsor at bookweekonline.com
- ✓ Gala Simulcast Sponsor
 - Attend VIP Gala with authors, illustrators, kids' book heavyweights, heads of children's publishing houses, press, and attendees
- ✓ Impact Award Sponsor



NATIONAL
AMBASSADOR *for*
YOUNG PEOPLE'S
LITERATURE



The National Ambassador for Young People's Literature Program



About the National Ambassador Program

The National Ambassador for Young People's Literature is America's "Children's Literature Laureate" — a beloved, respected, children's book creator who travels nationwide over the course of a 2-year term to show kids and teens that reading is important, and to help them learn and grow to be the best versions of themselves.

Launched in 2008 by the Center for the Book in the Library of Congress, the Children's Book Council (CBC), and Every Child a Reader

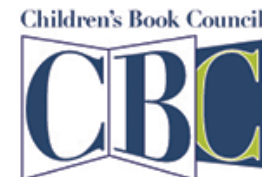


NATIONAL AMBASSADOR *for* YOUNG PEOPLE'S LITERATURE



National Ambassadors past and present

- The national ambassador is the children's literature laureate for the United States
 - similar programs exist in the UK, Ireland, Australia, and Sweden
- **Walter Dean Myers** was named the third National Ambassador for Young People's Literature in January 2012.
- Ambassadors emeritus are *Stinky Cheese Man* author **Jon Scieszka** (2008-2009) and **Katherine Paterson** (2009-2010), best known for *Bridge to Terabithia*.



NATIONAL
AMBASSADOR *for*
YOUNG PEOPLE'S
LITERATURE



National Ambassador Walter Dean Myers

Each Ambassador is asked to select a platform related to children's literacy to promote throughout their term. Walter Dean Myers's is: **"Reading is Not Optional"**.

"Children who don't read are, in the main, destined for lesser lives."

—Ambassador Myers to *School Library Journal*

"One of the things that I want to do is to get very, very young kids being read to; kids 3 months, 4 months. If I can get every kid over the next two years, who's born, have their parents read to them or a grandparent or an uncle, or whoever read with them, it'll make a difference in the country."

—Ambassador Myers to NPR



NATIONAL
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LITERATURE



The National Ambassador for Young People's Literature Program

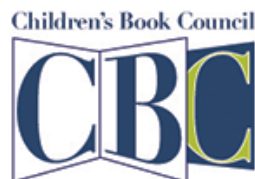


Press

The New York Times

THE
HUFFINGTON
POST

CBS NEWS



NATIONAL AMBASSADOR *for* YOUNG PEOPLE'S LITERATURE



Program reach

In the first year of his two-year tenure, Ambassador Myers reached **30,000** adults and kids directly through National Ambassador events at:

- ✓ schools
- ✓ libraries
- ✓ book festivals
- ✓ bookstores
- ✓ museums
- ✓ juvenile detention centers

and innumerable more via extensive press coverage.



NATIONAL
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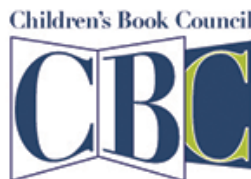


The National Ambassador for Young People's Literature Program



Why partner with the National Ambassador for Young People's Literature Program?

- ✓ Be a part of showing kids and teens that reading is critical for their growth and success as people
- ✓ Help us expand the Ambassador's travels throughout the country, bringing him/her into contact with more young people and their caregivers.
 - 2013: the Ambassador gave 25 appearances, spanning the country
 - 2012: the Ambassador gave 20 scheduled events, primarily on the East Coast



NATIONAL
AMBASSADOR *for*
YOUNG PEOPLE'S
LITERATURE



The National Ambassador for Young People's Literature Program



National Ambassador for Young People's Literature potential partner integrations

- ✓ National Ambassador Travel Sponsor
- ✓ National Ambassador Hotel Sponsor
- ✓ National Ambassador Official Bookmark Sponsor





Unique online integration & activation opportunities for all of ECAR's programs

- Connect with our active and influential community of publishers, teachers, librarians, parents/caregivers, booksellers, kids' book lovers, partner literacy organizations, and media.
 - ✓ Social media messaging and promotions on **Facebook, Twitter, Pinterest, and YouTube**
 - ✓ Webcast opportunities
 - ✓ Inclusion on the **ecarfoundation.org, cbcbooks.org** websites
 - ✓ **E-mail blast tie-ins**
 - ✓ Customizable opportunities



Who we are

- **Robin Adelson**, Executive Director
- **Nicole Deming**, Senior Communications Manager
- **Ayanna Coleman**, Associate Manager, Events and Programs; Librarian
- **Matthew Poulter**, Events & Programs Assistant, Membership Coordinator
- **Shaina Birkhead**, Special Projects Assistant



Thank you!



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