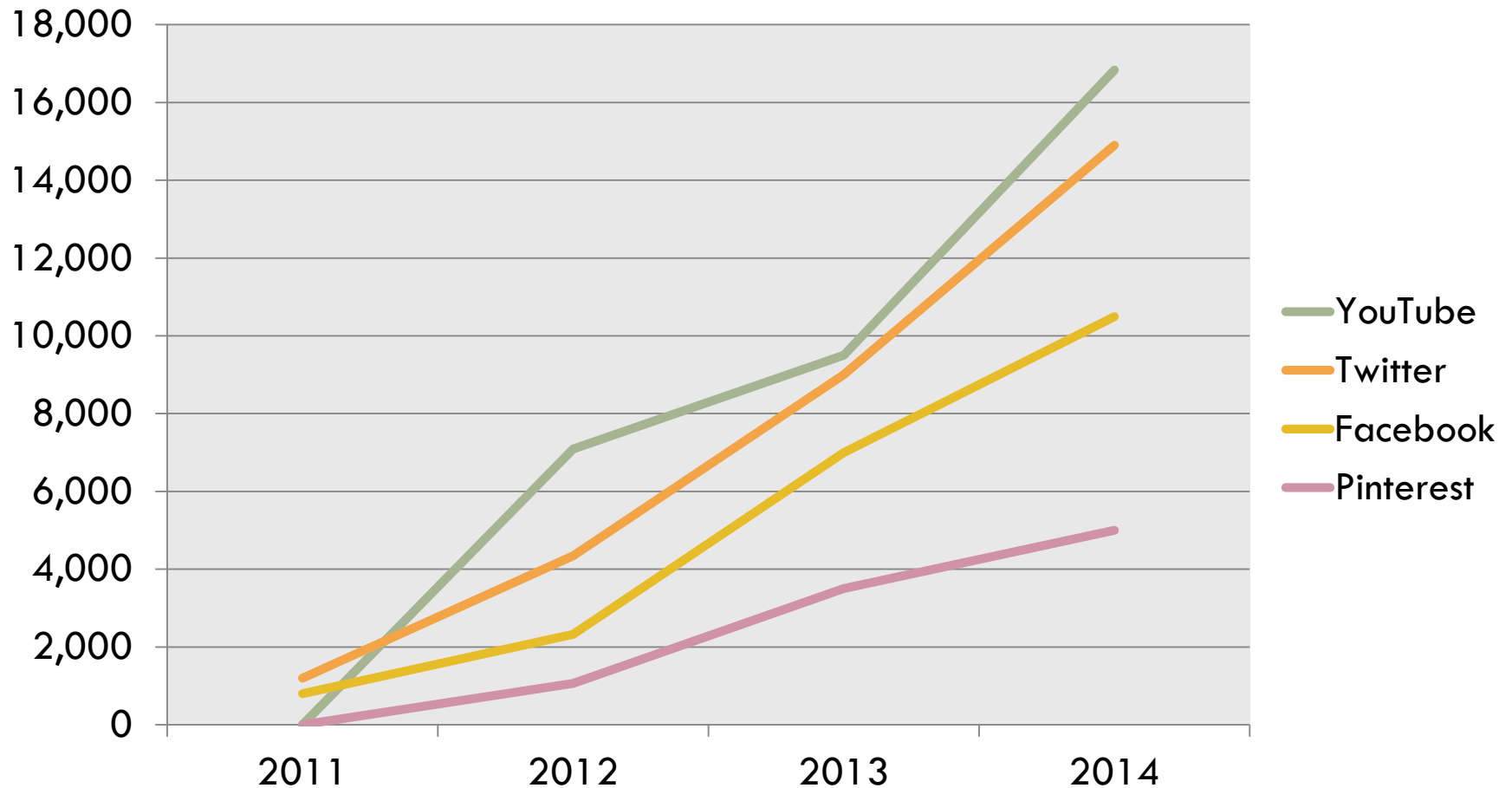




2014 HIGHLIGHTS

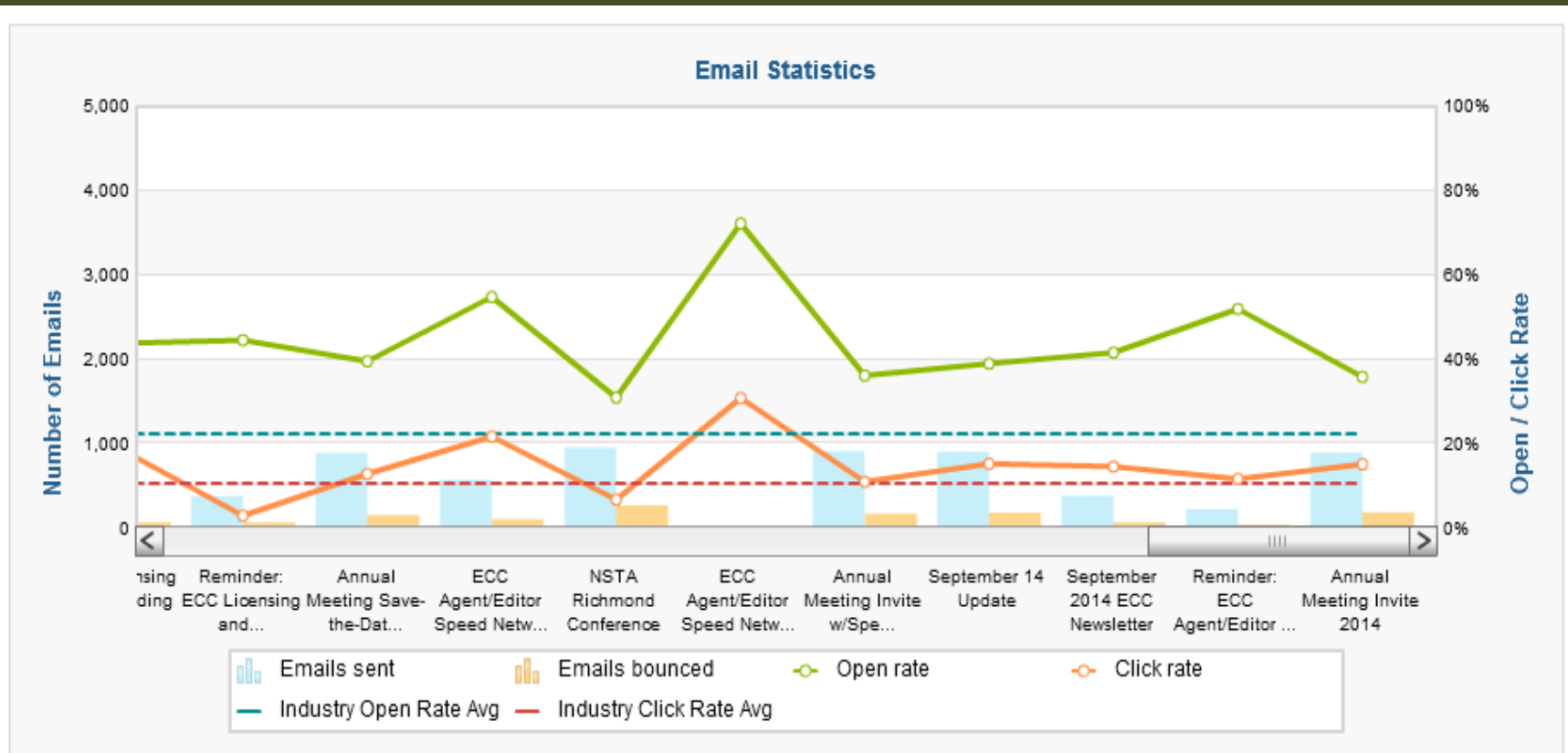


Social Media Growth



E-mail Open and Click Rates

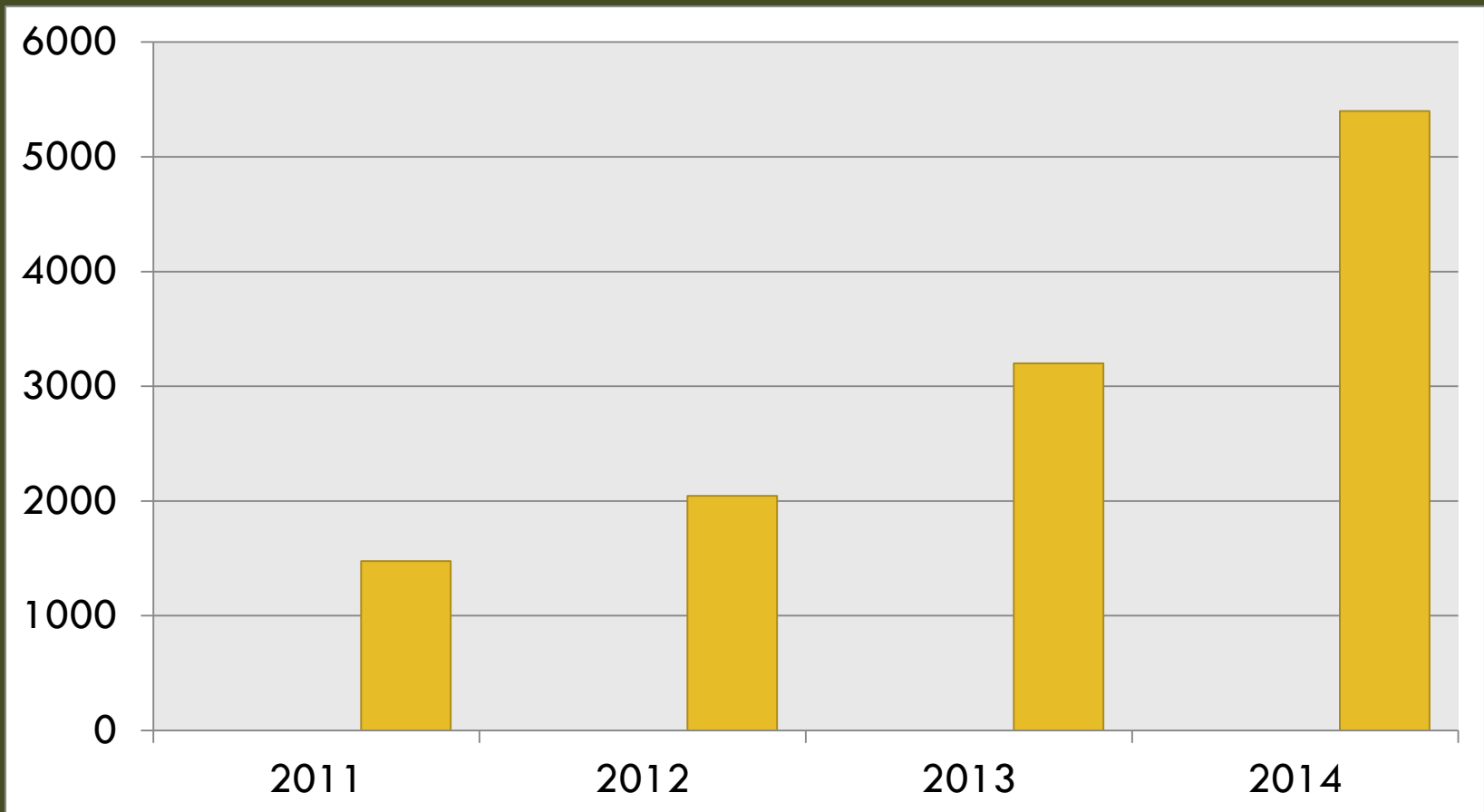
Our avg. open rate (40%) and click rate (15%) consistently outperform industry avgs.



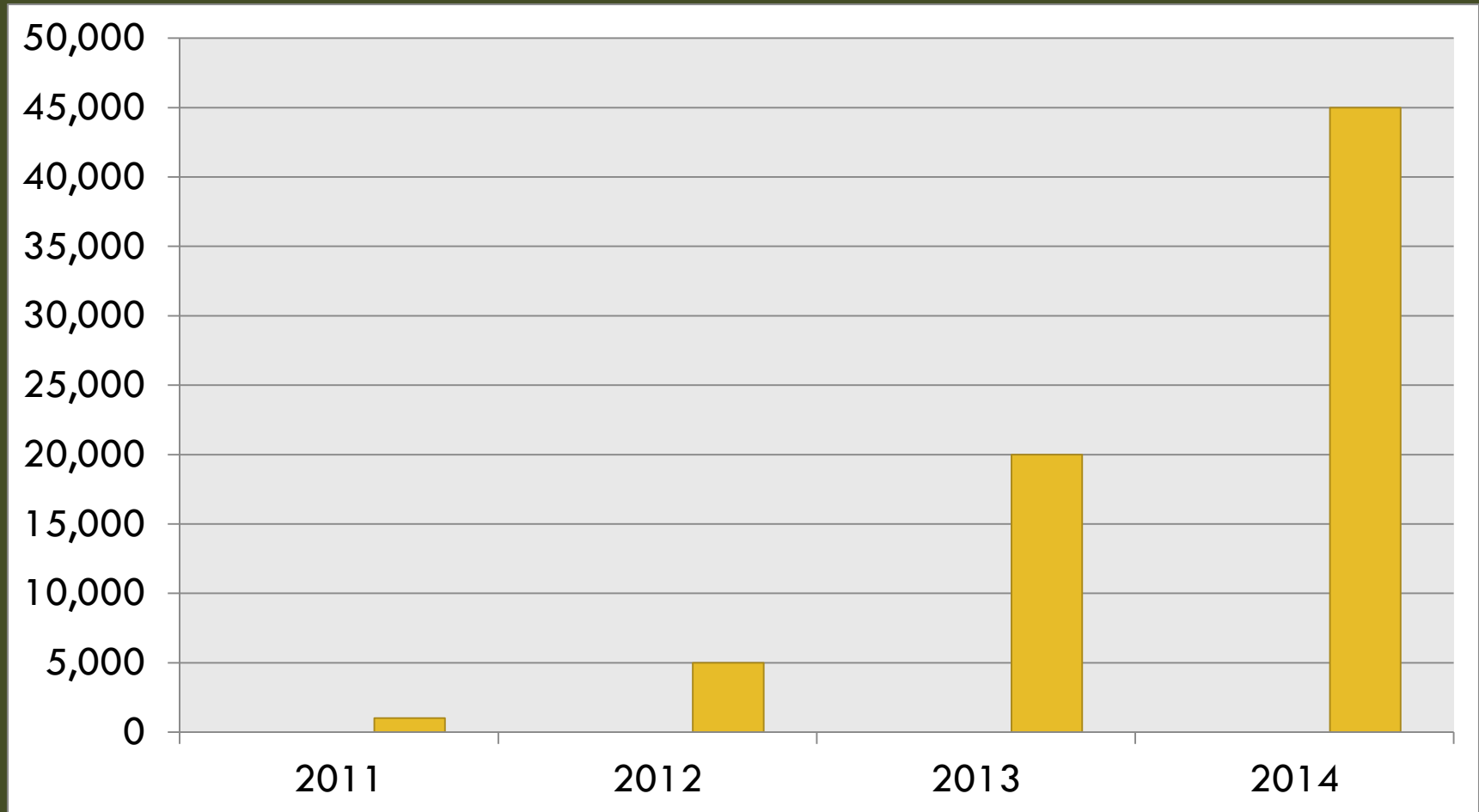
Currently displaying industry rates for: Nonprofit - Association [Change industry](#)

E-mail Distribution Growth

Contacts include major media, local press, bookstores, blogs, parents, teachers & librarians, authors & illustrators, partner literacy organizations



CBC Site Traffic (Monthly Unique Visitors)



CBC Site

Kid Lit News

The best in children's and young adult literature and literacy news!
More on Twitter [@CBCBook](#).

To submit your news for consideration, [e-mail us](#).



SEPTEMBER 10, 2014

Facebook Users Name 'Harry Potter' Series As Most Beloved Books

What is the most beloved book of all time? Lada Adamic and Pinkesh Patel conducted a social experiment to try and answer this question. The team employed a Facebook meme asking users to "list 10 books that have stayed with you in some way." [Read More](#)



SEPTEMBER 10, 2014

'The Guardian' Unveils An Unpublished Chapter From 'Charlie & The Chocolate Factory'

What would have happened if Willy Wonka allowed his Golden Ticket winners to see more of his famous chocolate factory? The Roald Dahl Nominee Limited organization has allowed *The Guardian* to print an unpublished chapter from *Charlie and the Chocolate Factory*. [Read More](#)



SEPTEMBER 9, 2014

CBC Diversity: Everyone Wants to be the Hero Sometimes

Contributed to CBC Diversity by Sara Farizan When I write a story, I often don't think about diversity. I don't think about how many characters I should have of a certain ethnic or cultural background, or about whether I meet a quota on how many d... [Read More](#)

SEARCH ALL EVENTS

Search term

Filter by state...

Search

Kid Lit Events

Fun children's and young adult literature events from coast to coast! More on Twitter [@CBCBook](#). **Find events in your state using the search box at top right.**

To submit your event for consideration, [e-mail us](#) with the date, time, location, and a link to more information.

19th-Century Children's Book Illustrations at the Morse Museum

DATE: Nov 29, 2013 - Jan 11, 2015

LOCATION: Winter Park, FL

The "Lullaby and Goodnight" exhibition will focus on three trailblazers of early children's literature: Kate Greenaway (1846–1901); Mary Dow Brine (1836–1925); and Eulalie Osgood Grover (1873–1958); and feature nearly 20 books by the authors, vintage dolls, and other ephemera. "As ... [Read More](#)



The Forbes Galleries and Carle Museum Will Host 'Harriet the Spy Turns Fifty'

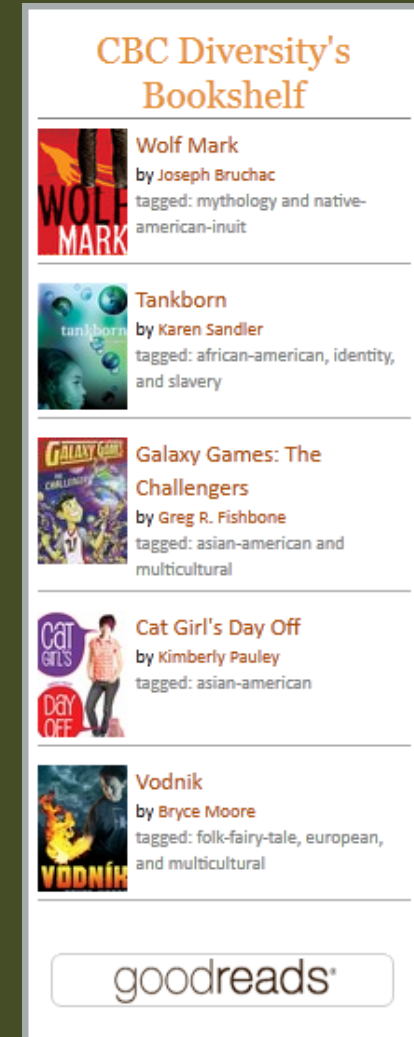
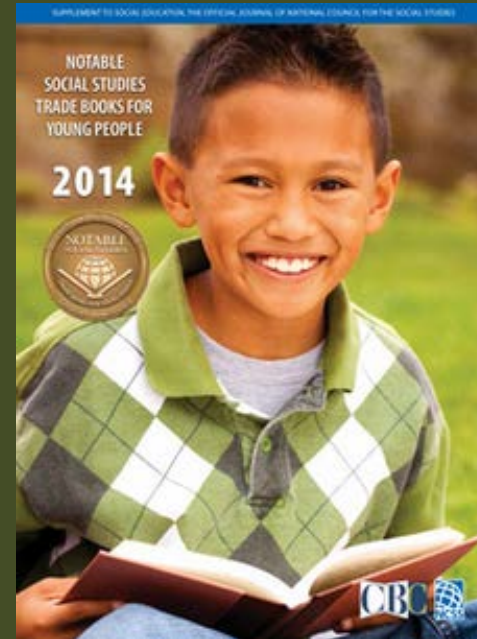
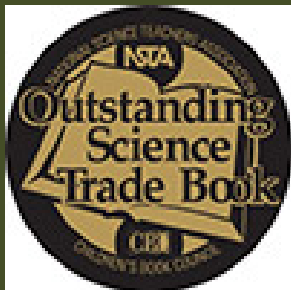
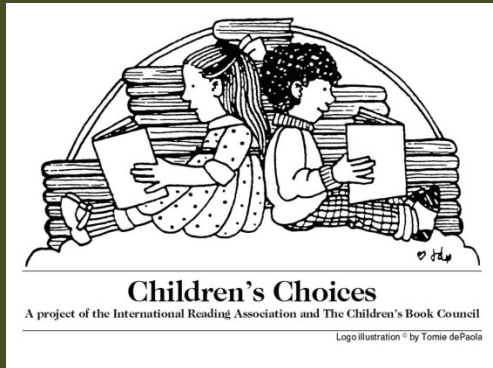
DATE: Mar 07, 2014 - Nov 30, 2014

LOCATION: Multi-City Tour

To honor the 50th anniversary of Louise Fitzhugh's classic, *The Forbes Galleries* and the *Eric Carle Museum* will each host *Harriet the Spy Turns Fifty*, an exhibition centered around the original art in the book. The show first premiered at The ... [Read More](#)



Popular, Wide-Ranging Reading Lists



New Math Reading List!

Lyrical + Logical: A Children's Book Prize

We aim to inspire children of all ages—from toddlers to teens—to cultivate a love of mathematics in the world around them.



CBC Forum: Panels of Experts Discussing Trends in Publishing



"Storm the Gates!: Innovations in Direct-to-Consumer Branding, Publicity, and Marketing"

- Part I: Branding: How New Children's and Teen Publishers Meet Their Consumers
- Part II: Publicity: How People Connect for Free With Readers
- **Part III, on October 22: Marketing: How outside companies can help you with outreach**

CBC Diversity Events

- ❑ January: ALA Midwinter Diversity 101 Panel
- ❑ February: Baruch Career Fair
- ❑ March: HR Panel
- ❑ April : Qlovi Google+ Hangout
- ❑ April : Virtual career fair with 17 colleges nationwide
- ❑ April: Editor/Agent Diversity Dialogue
- ❑ May: "A Place at the Table" Speed Dating Event in Boston for Children's Book Week



CBC Diversity.com

- ❑ Curated **resources** for writers, teachers & librarians, publishing professionals, and parents & caregivers
- ❑ **Personal journey stories** from publishing staffers about surmounting obstacles to diversity
- ❑ **Guest posts** from renowned children's book authors, illustrators, and experts
- ❑ And more!

The logo for CBC Diversity is displayed within a white rectangular box. It features the letters "CBC" in a large, bold, dark grey sans-serif font, with the word "DIVERSITY" in a slightly smaller, bold, dark grey sans-serif font directly below it. A thin horizontal line, colored with a gradient from green to red, runs across the bottom of the white box.

**CBC
DIVERSITY**

ECC Events

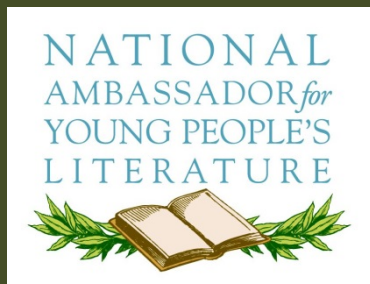
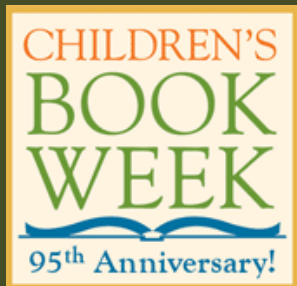


10th Annual Extreme Trivia Challenge!

Every Child a Reader

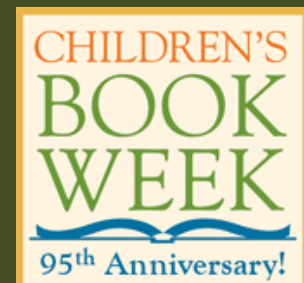
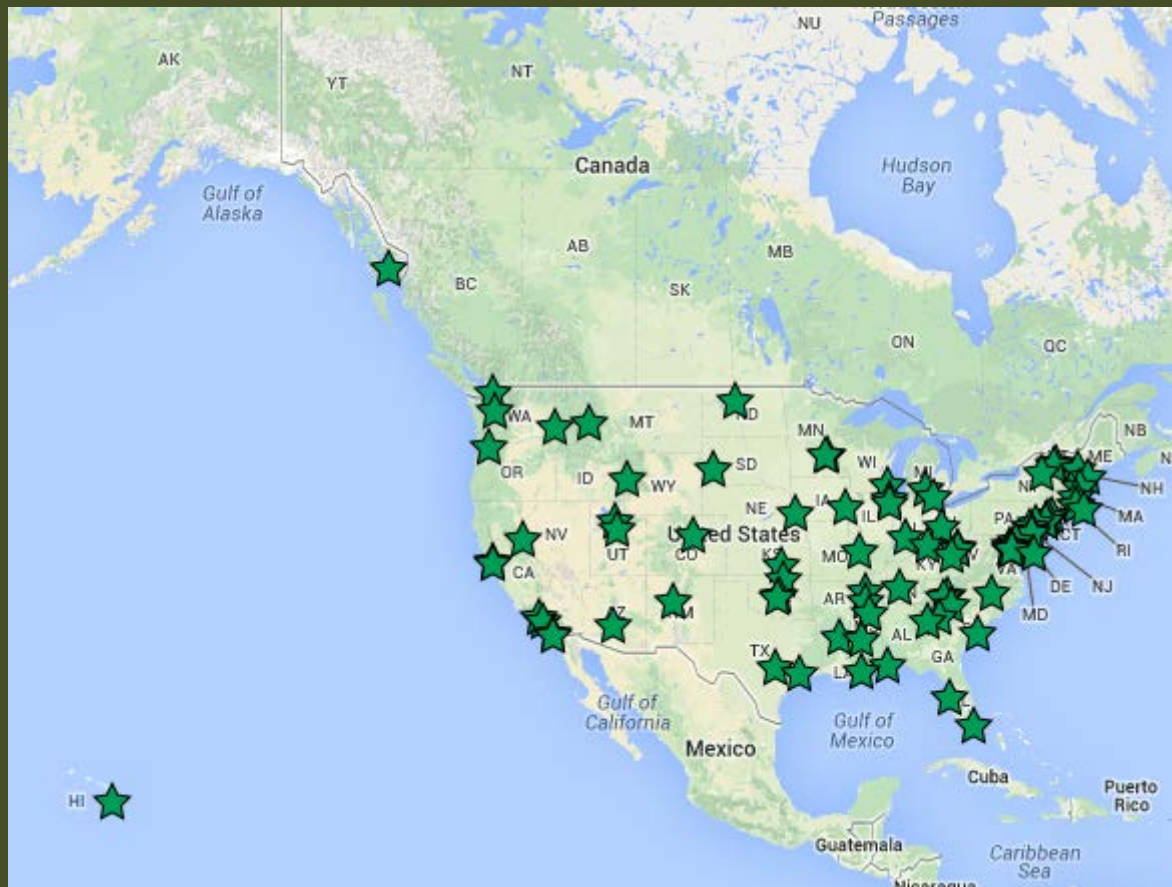
every
child
a reader

In 2014, ECAR programs have reached over 2 million children and teens!



Children's Book Week 2014

Official Events in all 50 states for the first time!



Official Event Expansion

2014: Official Events in all 50 states for the first time!

2014: 89 cities

2013: 58

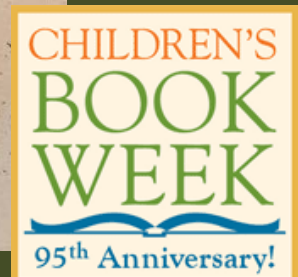
2012: 40

2011: 25

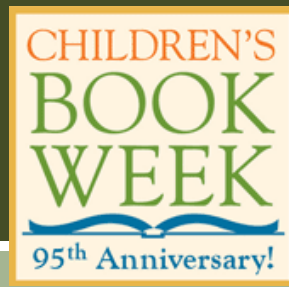
2010: 10

2009: 4

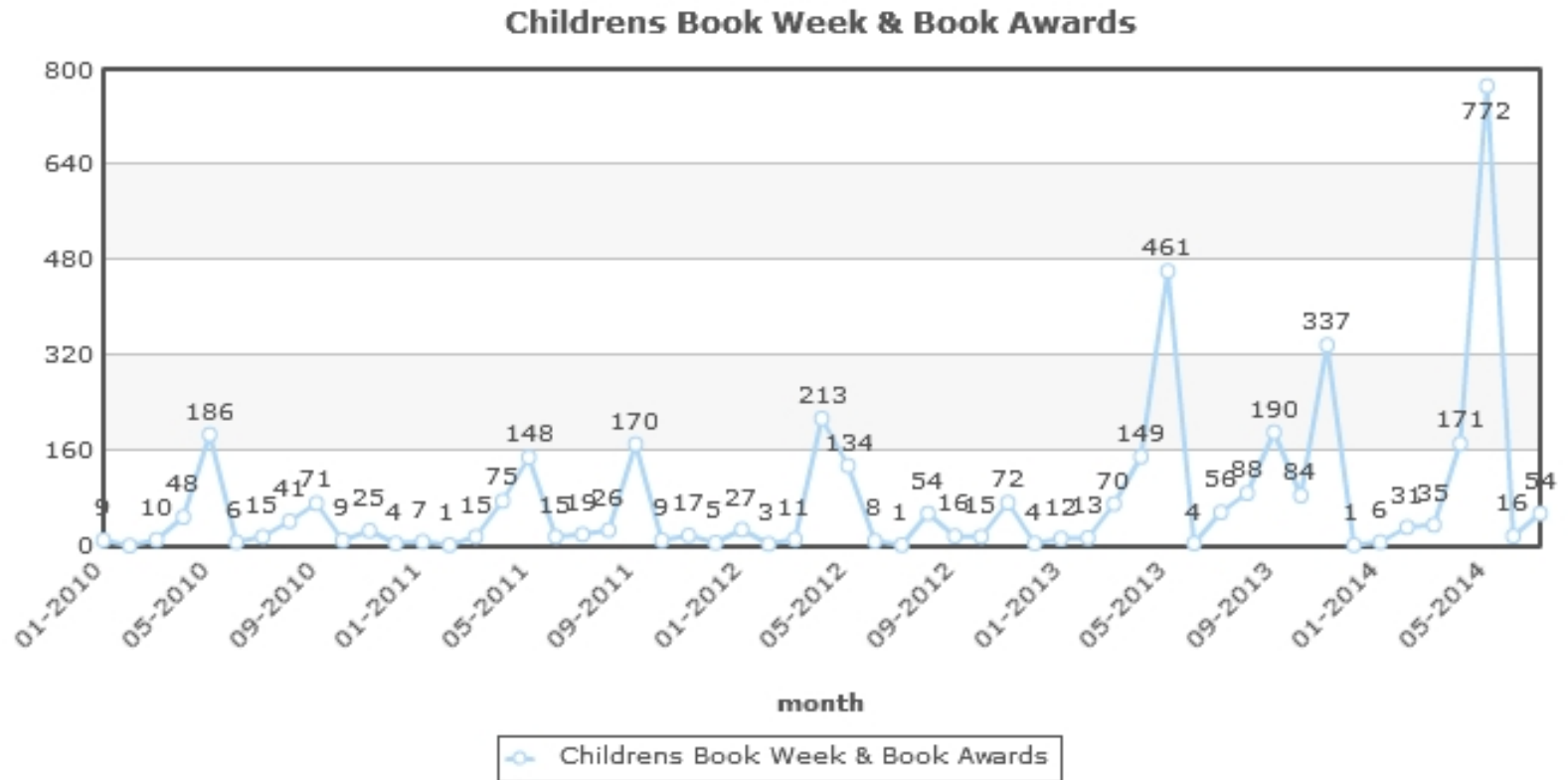
2008: 1



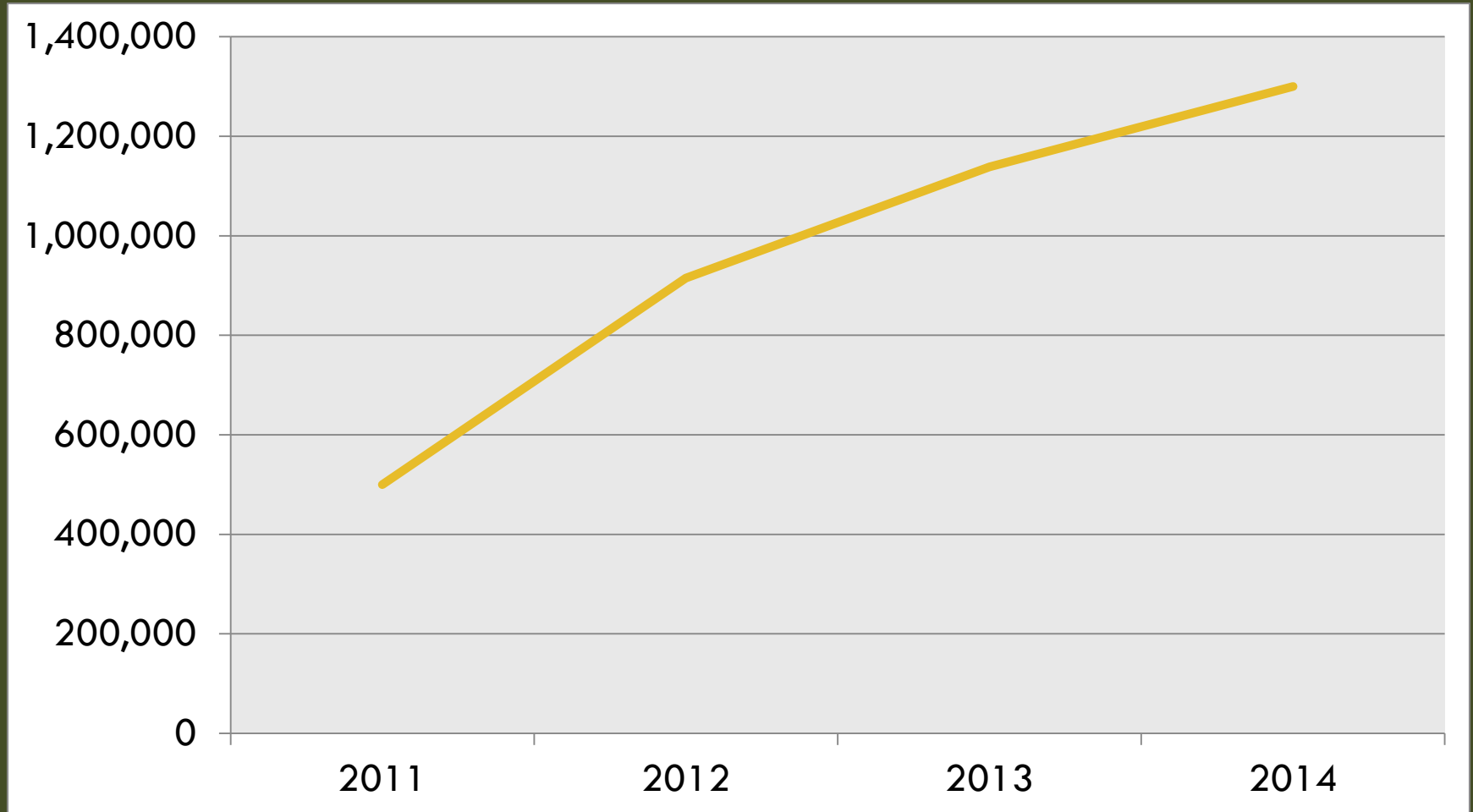
CBW Press



CBW & CCBA Media Hits



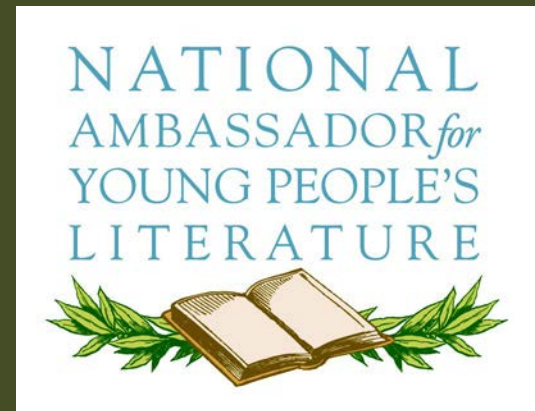
Children's Choice Book Awards Votes



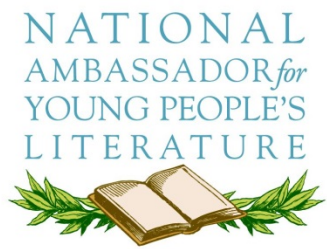
National Ambassador Kate DiCamillo



“Stories Connect Us”
- Kate DiCamillo



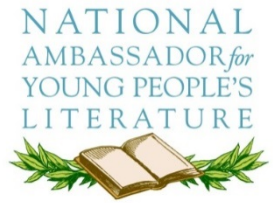
National Ambassador Events



In 2014, Kate DiCamillo connected with over 200,000 kids & teens, as well as their parents/caregivers, librarians, & teachers.



National Ambassador Press



The
Washington
Post

The New York Times



THE
HUFFINGTON
POST

Los Angeles Times

Children's Book Week Store



Your favorite Children's Book Week posters are now available as high-quality prints, t-shirts, and more!

**All proceeds benefit
Every Child a Reader.**



CRC

