

Children's Book Week - May 10 – 16, 2010



"A great nation is a reading nation"

Since 1919, Children's Book Week has been celebrated nationally in schools, libraries, bookstores, clubs, private homes -- any place where there are children and books. Educators, librarians, booksellers, and families have celebrated children's books and the love of reading with storytelling, parties, author and illustrator appearances, and other book-related events.

It all began with the idea that children's books can change lives. In 1913, Franklin K. Mathiews, the librarian of the Boy Scouts of America, began touring the country to promote higher standards in children's books. He proposed creating a Children's Book Week, which would be supported by all interested groups: publishers, booksellers, and librarians.

Mathiews enlisted two important allies: Frederic G. Melcher, the visionary editor of *Publishers Weekly*, and Anne Carroll Moore, the Superintendent of Children's Works at the New York Public Library and a major figure in the library world. With the help of Melcher and Moore, in 1916 the American Booksellers Association and the American Library Association cooperated with the Boy Scouts in sponsoring a Good Book Week.

In 1944, the newly-established Children's Book Council assumed responsibility for administering Children's Book Week. In 2008, Children's Book Week moved from November to May. At that time, responsibility for Children's Book Week, including planning official events and creating original materials, was transferred to Every Child a Reader, the philanthropic arm of the children's publishing industry.

Also in 2008, the Children's Book Council created the Children's Choice Book Awards, the only national child-chosen book awards program, giving young readers a powerful voice in their own reading choices.

The need for Children's Book Week today is as essential as it was in 1919, and the task remains the realization of Frederic Melcher's fundamental declaration: "A great nation is a reading nation."

[2010 Children's Book Week poster](#)