



**MEDIA RELEASE**

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**November 2014 is Picture Book Month**

**FOR IMMEDIATE RELEASE**

*“When we share a book with a child, an exchange is taking place: a passing-down of wisdom, adventure, joy, and even love.”* – 2014 Caldecott Honor Winner Aaron Becker, from his Picture Book Month Essay

*“By reading picture books with children, we share other worlds, and even more importantly, we share ourselves.”* – Anna Dewdney, Author of the *Llama, Llama* series, from her Picture Book Month essay

It’s nearly time! Around the world, schools, libraries, booksellers, and book lovers are coming together to celebrate the print picture book during the month of November. Now in its fourth year, the initiative is a viral phenomenon and was even featured on Oprah.com. Thousands joined the celebration creating Picture Book Month events across the United States as well as in Australia, Hungary, India, Jamaica, the Philippines, Singapore, South Africa, and the United Kingdom. Bloggers came together and wrote about their favorite picture books using the daily themes on the Picture Book Month Calendar created by Elizabeth O. Dulemba. A school in Budapest, Hungary read nearly 7,000 picture books during Picture Book Month!

The website, [PictureBookMonth.com](http://PictureBookMonth.com), features essays from thought leaders in the children’s literature community. Each day in November, a new essay is posted. This year’s Picture Book Month Champions are: Chris Barton, Aaron Becker, Kelly Bingham, Sophie Blackall, Arree Chung, Anna Dewdney, Johnette Downing, Ame Dyckman, Jill Esbaum, Carolyn Flores, Lupe Ruiz-Flores, Robin Preiss Glasser, Deborah Heiligman, Marla Frazee, Stefan Jolet, Kathleen Krull, Rene Colato Lainez, Loreen Leedy, Betsy Lewin, Ted Lewin, Brian Lies, Kelly J. Light, Debbie Ridpath Ohi, Alexis O’Neill, Sandra Markle, Ann Whitford Paul, Aaron Reynolds, Judy Schachner, Linda Joy Singleton, and David Schwartz.

Support for the initiative continues with partners such as the American Booksellers Association, the American Association of School, the Children’s Book Council, Reading is Fundamental, and the Society of Children’s Book Writers and Illustrators as well as industry trade journals such as Hornbook and School Library Journal. New partners include The Eric Carle Museum of Picture Book Art and Friends of Tennessee Libraries. A downloadable promotional kit is available as well as certificates, posters, and bookmarks created by Joyce Wan. Brain Burps About Books Podcast, the #1 kidlit podcast on iTunes, is dedicating the entire month of November to Picture Book Month with new episodes airing every Friday. This year, Picture Book Month’s Education Consultant, Marcie Colleen, will be adding a “Story Time Activity” and “Common Core Connections” to each day’s post, based on the Author/Illustrator’s book.

Founder Dianne de Las Casas says, “Picture Book Month is all about the exaltation of picture books. This worldwide literacy initiative touches lives and inspires people, and I’m so happy to see how far we have come.”

Join the celebration! Visit [www.picturebookmonth.com](http://www.picturebookmonth.com).

*“We dressed up fancy and we read stories. And these picture books will hopefully help bring a little healing to a community that has been through so much.”* – Robin Preiss Glasser, Illustrator of the *Fancy Nancy* series, from her Picture Book Month Essay

**Read \* Share \* Celebrate!**