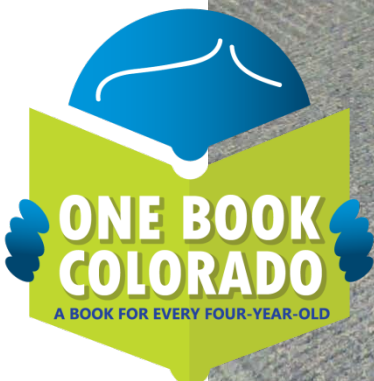


One Book 4 Colorado 2019





What is One Book Colorado?

- 75,000 copies of the same book distributed in English and Spanish to 4-year-olds, held annually in the spring
- Began in 2011; previously known as One Book 4 Colorado
- Partnership between State Library, Serve Colorado, Denver Preschool Program, Denver7, Mile High United Way, 14 sponsors, and all of you!
- OBCO 2019: April 8-22

Program goals:

- Increase awareness of early literacy
- Encourage parents to read everyday with young kids
- Close vocabulary gap of kids in low-income households
- Help instill early literacy skills to get kids ready to read at kindergarten
- Increase home libraries
- Make reading fun for young kids

One Book 4 Colorado 2016: Creating a Culture of Literacy

Recent statistics from Library Research Service
FAST FACTS
 ED3/110.10/No.341

Founded in 2012, One Book 4 Colorado (OB4CO) is a statewide annual initiative that offers free copies of the same book to every 4-year-old in Colorado. In 2016, the book was *Giraffes Can't Dance* by Giles Andreae. More than 75,000 books were given away at more than 500 sites, including Denver Preschool Program preschools¹ and both public and military libraries. Here we present survey results from caregivers and participating agencies to find out how the program went in 2016. Learn more about OB4CO at www.onebook4colorado.org.

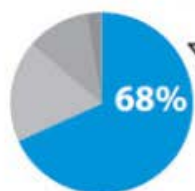


Caregivers told us

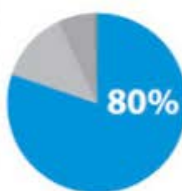
After receiving the OB4CO book...



My child is **more interested** in books & reading.



"My 4-year-old felt very special that she got a book 'to keep' from the library."



My child **talks more** about books & reading.

I think my community has a **culture of reading**.

"My child talked about [the book] for days, and also talked about the process of borrowing books from the library."

"My 4-year-old and 3-year-old decided to create and adapt their own version of the story with all of their animal puppets! I LOVE watching literacy skills come alive off the pages!"

"The 2016 [book] was great...one of the best!"

"Each child glowed when told they could keep their book forever."

Children were **excited** to receive the book.

Children **talked about** the book with others.

Parents showed an **increased awareness** of the importance of childhood reading.

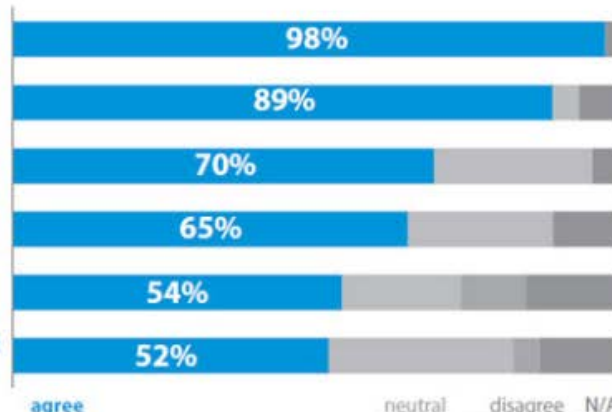
After OB4CO, more families view **libraries as a resource** for books and activities related to childhood reading.

OB4CO brought **new families** to the library.

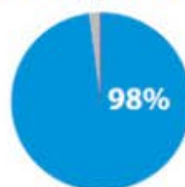
Parents expressed **more interest** in attending children's programs offered by my library.

Agencies told us

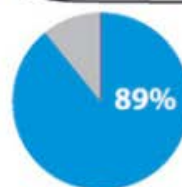
OB4CO impact on children & families



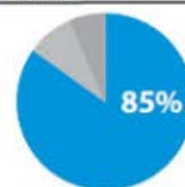
OB4CO impact on agencies



The book giveaway helped my agency **promote reading** among young children.



Participating in OB4CO was an **effective use** of my agency's time and effort.

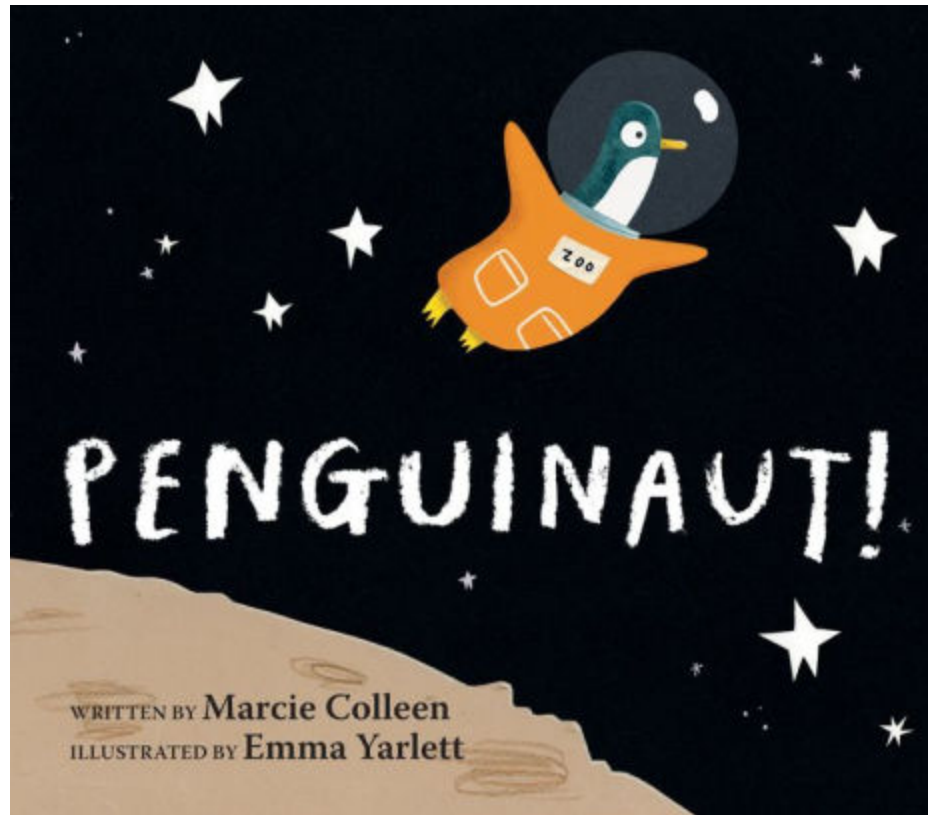


OB4CO provided an opportunity to **reach out** to other agencies interested in childhood education.

"We love that [OB4CO] brings library staff to preschools and puts books in the hands of children who might never get to come to the library."

1. www.dpp.org

And the 2019 winner is...





What's New for 2019?

- New name and logo!
- New website!
- New partners: Denver7 and Mile High United Way



Every year One Book Colorado gives away more than 75,000 copies of the same book in English or Spanish to every 4-year-old in Colorado to encourage families to read together.



Learn more about early literacy, and get tips on family reading and share your child's story at www.OneBookColorado.org.

Sponsors:



Partners:





Logistics: Getting your books

All libraries will receive your books direct shipped from Scholastic the last week of March

For multi-branch libraries: books for all of your branches will be shipped to your main location; please distribute them to each branch.

Please contact Beth ASAP if you have any book delivery problems!

Logistics: Giving Your Books

- Give books away April 8-22 to 4-year-olds during:
 - regular storytimes
 - special OB4CO events
 - outreach events
 - daily library activities to walk-in patrons
- Partner, partner, partner!

Possible Partners

- Reach Out and Read Clinics
- Early Childhood Councils
- Preschools & Head Starts
- Unlicensed childcare providers
- Local events
- Migrant Education Programs
- Boy Scouts and Girl Scouts
- Boys and Girls Club

More possible partners

- Food banks and WIC offices
- Local businesses
- Civic organizations
- Social service agencies
- School districts
- Bright By Three
- YMCA/YWCA
- Cooking Matters

Featured:




Celebrate
One Book 4 Colorado at our

DISCO PARTY

2:00 - 3:00 PM,
Saturday, April 14
Old Town Library, 201 Peterson St.

All 4 year old kids
and their families
are invited to boogie,
rock and celebrate the
winning book.


We will have
special readers
**Senator John
Kefalas**
and
**Representative
Joann Ginal.**

 **POUDRE RIVER
PUBLIC LIBRARY**
DISTRICT

**CONNECT
TO CURIOSITY**

www.PoudreLibraries.org
221-6740

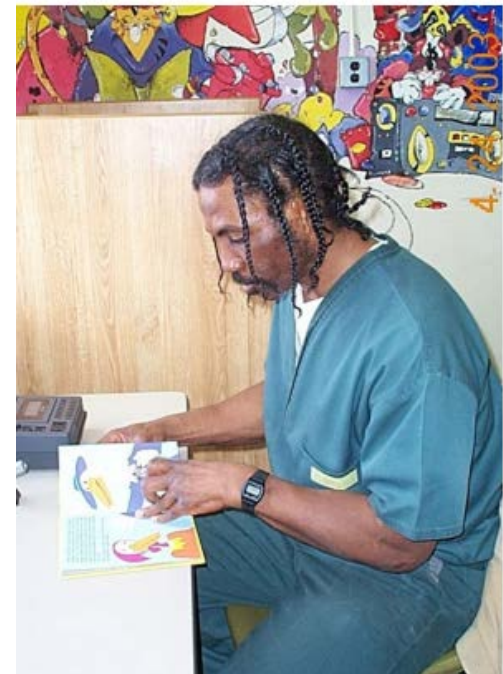
For more information,
see monthly calendar.



Featured: Read to the Children



Read to the Children One Book 4 Colorado 2013



Featured: CO Talking Book Library

- Each year, CTBL makes the audio files from videos of the 3 OBCO finalist titles available to its patrons
- CTBL adds the selected title each year to its collection



**Colorado Talking
Book Library**



Using the book

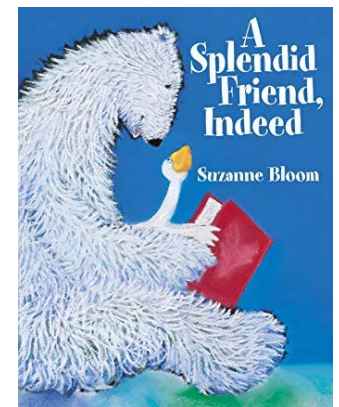
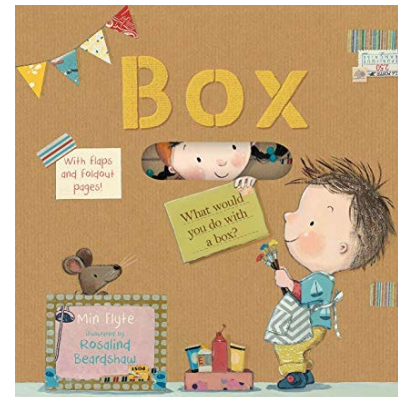
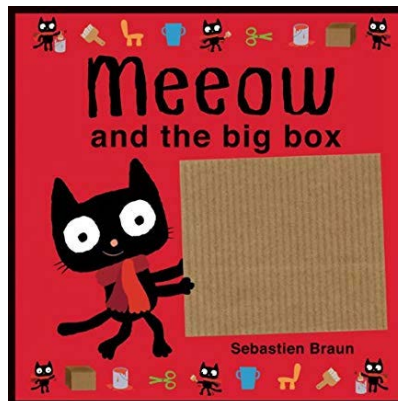
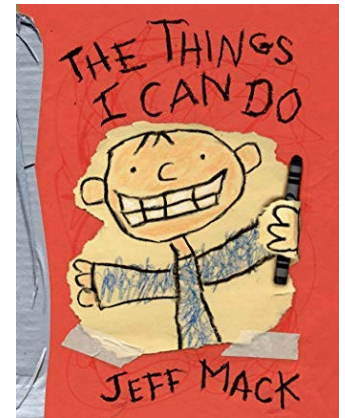
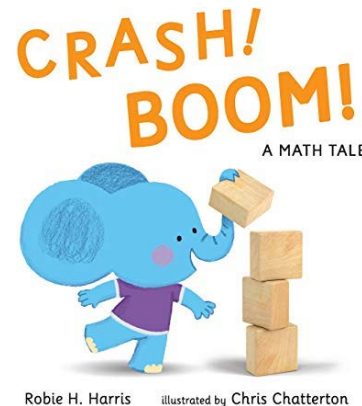
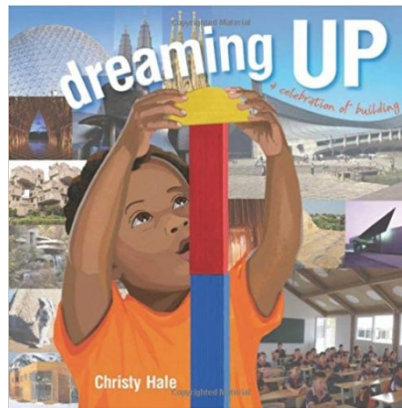
Ideas to talk about and model for parents how to use the book at home:

- Ask kids to name things bigger and smaller than they are
- Explain words that kids may not know, like catapult and queasy
- Ask kids about the emotions Penguinaut feels on the moon
- After reading, ask kids if they'd like to go to the moon and why or why not

Read-alikes

Themes: penguins, astronomy, STEM, space flight, friendship, building/engineering, personal dreams/goals, perseverance

CLEL Bell winners:
www.clel.org/clelbellawards



Programming ideas

- Use copies of the Penguinaut image at www.thisismarciecolleen.com/penguinaut.html as craft
- Invite the kids to make their own spaceships or space suits with cardboard and fun materials
- Invite local “celebrities” to read the book at events
- Host a teddy bear sleepover – and the animals have space travel adventures
- Invite kids to make name rockets



Self-led programs

- Astronaut cutout photo booth
- Create a StoryWalk featuring Penguinaut!
- Penguin and space-themed coloring stations
- Read-alike book displays





Promotion

- Statewide: press releases, events, social media, Denver7 coverage
- Website: www.onebookcolorado.org/
- Social media: Facebook, Twitter (@OneBookCO)
- Your excellent local promotion!
- Great opportunity to promote your summer program!



ONE BOOK COLORADO

A BOOK FOR EVERY FOUR-YEAR-OLD

Facebook

Twitter

Videos Pickup Locations Partners For Parents About Q

A Free Book for Every Four-Year Old in Colorado!

Back for its 8th year—One Book Colorado has a new name, new look, and new partners, but will still give away 75,000 copies of the same book, one to every four-year-old in Colorado. Pick up a free book for your four-year-old April 8-22, 2019, at a public library or Denver Preschool Program classroom!

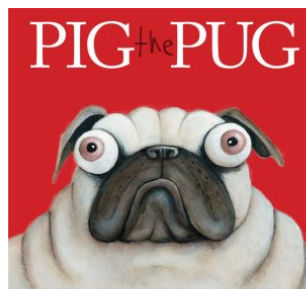


A happy recipient of last year's One Book choice at his local library.

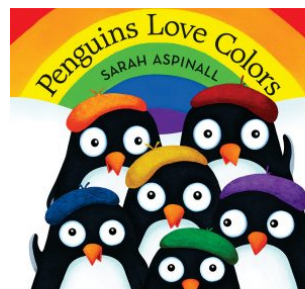
Which Book Will Be this Year's Choice?



Penguinaut!



Pig the Pug [Chanchito el Pug]



Penguins Love Colors [Los pingüinos adoran los colores]

Voting has closed, but you can [watch the videos](#) of the books being read, come back in April to find out which book will be this year's One Book Colorado!

Donate to One Book Colorado

Help One Book Colorado by donating to the program via Mile High United Way.

Tweets by @OneBookCo



One Book Colorado
@OneBookCo

The One Book Colorado voting is over, now the wait begins...the book that will be distributed to over 75,000 Colorado 4-year-olds will be revealed April 8!

Until then, information about OBCO can be found here: onebookcolorado.org



Jan 14, 2019



One Book Colorado
@OneBookCo

We're giving away 75,000 books to all Colorado 4-year-olds this spring! Which book will it be? Find out April 8 at onebookcolorado.org!



Jan 8, 2019



One Book Colorado
@OneBookCo

Voting for @OneBookCo has closed. Which book received the most votes and will be given to every 4-year-old in Colorado this spring? The title will be announced April 8! onebookcolorado.org



Jan 3, 2019



One Book Colorado
@OneBookCo

Just a few more days to help decide which book will be given to all 75,000 4-year-olds in Colorado this spring! Vote for your favorite book today: onebookcolorado.org/vote/



Dec 26 2018

<http://www.onebookcolorado.org/>

1,000 Books Before Kindergarten

Check Out Colorado State Parks

Growing Readers Together

One Book Colorado

Reading Tips Brochure

STEAM in Libraries

Summer Reading Program

Resource Sharing and Web Services

School Libraries

Services A-Z

Contact Us

Our Libraries:

- [State Publications Library](#)
- [Talking Book Library](#)

Resources:

- [Colorado Historic Newspapers Collection](#)
- [Colorado Virtual Library](#)
- [Find a Library](#)
- [Library Jobline](#)
- [Library Learning and Creation Center](#)
- [Library Research Service \(LRS\)](#)

Projects administered by the Colorado State Library are made possible in part by grant funds from the [Institute of Museum and Library Services \(IMLS\)](#).

One Book Colorado PR and Programming Toolkit



One Book Colorado, A Book for Every Four-Year-Old, will be back for its 8th year **April 8-22, 2019**, with a new name, logo, and partners! This page is intended to provide information and resources to public library staff participating in the One Book Colorado program. The public can find more information on the [One Book Colorado official website](#).

PR Materials

- Logos:
 - English: [PNG format](#)
 - Spanish: [PNG format](#)
 - [Logo Usage Guidelines](#) (PDF)
- Template to make stickers with the OBCO logo for Avery 8293 labels:
 - [English](#) (PDF), [Spanish](#) (PDF)
- Template to make 1" buttons with the OBCO logo:
 - [English](#) (PDF), [Spanish](#) (PDF)
- Pre-launch flyers:
 - [English](#) (PDF), [Spanish](#) (PDF)
- Post-launch flyers:
 - [English](#) (PDF), [Spanish](#) (PDF)
- [Brief biography and photo of Marcie Colleen](#) to use in post-launch promotional materials (PDF)
- [Ideas for Promoting Your Summer Reading Program during OBCO](#) (PDF)
- Sample tweets to promote the program:
 - We're giving away 75,000 books to CO 4-year-olds this spring! Which book is it? Find out April 8 at [www.onebookcolorado.org!](#) @OneBookCO
 - Head to your library to pick up a free book for your 4-year-old April 8-22! Find out more at [www.onebookcolorado.org!](#) @OneBookCO
 - All CO 4-year-olds can get a free book at the library April 8-22! Learn more at [www.onebookcolorado.org](#) & your library! @OneBookCO
- Templates:
 - [Blank Press Release Template](#) (PDF) and [Template as Word doc](#) Template in correct press release format with OBCO logo; you provide the press release content.
 - [Rain Check For Libraries](#) (PDF) Give to patrons if you run out of books and know you are receiving more. Customizable fields for return date & library phone.
 - [Sample Letter to a Preschool](#) (PDF) Inform preschool staff about One Book Colorado. Courtesy of Aurora Public Library

Programming Resources

- [OBCO 2019 Early Literacy Tips](#) (PDF): sample early literacy tips and extension activities to incorporate into storytimes
- [OBCO 2019 Resources](#) (PDF): links to resources related to the Penguin author and illustrator, along with relevant programming resources for preschoolers
- [OBCO partnering ideas](#) (PDF): many options for partnering with organizations

Printable Early Literacy Materials for Parents & Caregivers

- Early Literacy Tips for Parents:
Print this one-page sheet to give to families along with the OBCO book.
 - [English-Gray](#) (PDF), [English-Color](#) (PDF)
 - [Spanish-Gray](#) (PDF), [Spanish-Color](#) (PDF)
- Another option: Early Literacy Matters Information Sheet for parents:
Print this double-sided and give to parents or caregivers along with the book.
Courtesy of Douglas County Libraries
 - [English](#) (PDF) or [Spanish](#) (PDF)
- [Reading Tips for Families in English and Spanish](#) (PDF)
Courtesy of Reach Out and Read Colorado

NOTE:

Spanish translations provided by the Reforma Colorado Translation Team. [Email the team](#) for more information about this great service.

Stay Connected

- [Official Website](#)
Visit it, link to it, and share it widely!
- [Email List](#)
Sign up or manage your settings.

We Want to Hear from You!

- Stories & photos from last year
- Promotional materials
- Photos/videos of events
- Any questions, comments, or materials to share- please email or call

Questions?

Ideas?

Thanks!



Beth: crist_b@cde.state.co.us