



Host Your Own 75 Years of Little Golden Books Celebration!

Publishing changed upon the launch of Little Golden Books in 1942. The affordability of high-quality books made reading available to all, and over two billion Little Golden Books have since sold. Celebrate the 75th anniversary of Little Golden Books by hosting an event for your community that engages both parents and young children in this American milestone!

STEP ONE: Pick a Time and Place

- If you are hosting a large event, pick a location that best suits your celebration. Choosing a place that has a large open space for read-alouds, activities, snacks, and more will set the stage.

STEP TWO: Spread the Word!

- Send out an email blast, post on your social media pages, or create handouts that let your community know about this celebration. Get in touch with your local newspaper and have your event included in a calendar of community events.

STEP THREE: Decorate and Prepare

- Create a window or shelf display using some of your favorite Little Golden Books characters.
- Use balloons and streamers to make this event as golden as it can be.
- Order or make snacks for those attending the event.

STEP FOUR: Celebrate!

- If you ordered the anniversary merchandising tool kit, hand out the buttons for your staff to wear during the event.
- Read aloud from *The Poky Little Puppy*, *The Little Red Hen*, *Tootle*, *The Shy Little Kitten*, *Scuffy the Tugboat*, *Pets for Peter* or any other Little Golden Book of your choosing. Have the children share which is their favorite story, and perhaps encourage parents to participate by sharing a special memory they have of Little Golden Books.
- Get started on the activities offered in this brochure.
 - Important note: make copies for the number of children attending the event.
- Begin the Create Your Own Little Golden Book activity, which includes a mini book, sticker sheets, and crayons for each child.

More ideas for celebrating Little Golden Books 75th anniversary with your community:

- Be charitable! Encourage your guests to donate a book to a charity of your choice or theirs. Little Golden Books made reading affordable to all—use this message to spread the word that every child deserves books.

EVENT
PLANNING
TOOL

Visit LittleGoldenBooks.com/
Retailer for more resources.