



2021 Forest of Reading - Publishers and Partners Toolkit

Last Updated May 11, 2021

Owner: Lauren Hummel, Manager, Marketing and Communications, lhummel@accessola.com

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What is the Forest of Reading?

The [Forest of Reading](#) is Canada's largest recreational reading program with more than 270,000 readers taking part every year across the country, through schools, public libraries, literacy centres, and at home. This is a paid program that parents, schools, public libraries, and other institutions register to gain exclusive access to hundreds of ready-to-use resources and voting privileges.

The Forest of Reading program is also a children's choice award program — one of only a few programs in Canada where the readers choose the winners. There are ten award programs, distinguished by age group and reading level, each with ten nominated titles. Our program cultivates the love of reading and empowers readers to vote for their favourite titles on a national level. The winners are typically announced at the Forest of Reading Festival.

The [Forest of Reading Festival](#) is the annual culmination and celebration of the Forest of Reading that usually happens in-person every May, bringing together young readers, authors, illustrators, teachers, library staff and parents.

What's changing this year?

Given we cannot announce the winners in person at the Forest of Reading Festival, we are adapting to celebrate the Forest of Reading in two parts:

Forest of Reading Awards: Free to the Public

The [Forest of Reading Award](#) ceremonies will be presented in partnership with CBC Books online through CBC's platform Curio.ca on May 18, 19 and 20, 2021. We'll announce the winners of the Forest of Reading Awards throughout the three days, hosted by Ali Hassan.

NUMBER OF EVENTS: 9 Award Ceremonies for the Forest of Reading School-Aged Programs, including Interviews with the Award Winners



**Forest Of Reading®
Awards**

Forest of Reading Virtual Celebrations: Exclusive to Paid Program Registrants

Since January, we have been offering virtual events featuring nominees and will create more content for each of our award programs until May. These events will be available ONLY through the password website for those registered in the 2021 program. To access these events, people must [register](#) for the Forest of Reading program.

NUMBER OF EVENTS: [80+ Videos of Various Virtual Events](#)



**Forest Of Reading®
Virtual Celebrations**

What is included in the Celebrations?

1. [Blue Spruce Read Alouds \(9 Videos\)](#): 9 of the 10 nominated titles are read by the people that wrote them
2. [Yellow Cedar Virtual Visits: Learn from the Experts \(6 Videos\)](#): 6 nominees do virtual visits to talk about their nominated titles
3. [White Pine Virtual Visits: 44 Questions With... \(8 Videos\)](#): 8 of the 10 nominees answer 44 questions about themselves
4. [Le prix Peuplier Read Alouds \(9 Videos\)](#): 9 of the 10 nominated titles are read by the people that wrote them
5. Forest of Reading: Award Winner Interviews (6 Videos): Featuring interviews of each of the Award Winners for the English Programs

Other Virtual Content, Available Only to Registrants:

- [Blue Spruce Book Club \(10 Videos\)](#): featuring nominees from all 10 titles
- [Forest Friday Virtual Nominee Visits \(24 Videos\)](#): featuring nominees from Silver Birch Express, Silver Birch Fiction, and Red Maple.
- [Mercre-LIT Virtual Nominee Visits \(16 Videos\)](#): featuring nominees from Le prix Mélèze and Tamarac

Accessing the Password Website

Publishers and nominees can access the password website here:

- Website: <https://forestofreading.com/>
- Password: **#forest#2021**

When is it? Where is it? What else should I know?

The Forest of Reading Award ceremonies will happen virtually on **May 18, 19, and 20** on CBC's platform Curio. Here is the schedule - please note: the schedule is subject to change:

May 18:

1. 10:00 am: White Pine Award for fiction in English (high school, Grades 9–12)
2. 11:30 am: Red Maple Award for fiction in English (ages 12-14, Grades 7–8)
3. 1:00 pm: Blue Spruce Award for picture books in English (ages 4-7, JK–Grade 2)

May 19:

4. 10:00 am: Yellow Cedar Award for nonfiction in English (ages 9-14, Grades 4–8)
5. 11:30 am: Silver Birch Fiction Award for fiction in English (ages 8-12, Grades 3–6)
6. 1:00 pm: Silver Birch Express Award for fiction or nonfiction in English (ages 8-10, Grades 3–4)

May 20:

7. 10:00 am: Le prix Tamarac (French-language larger chapter books)
8. 11:30 am: Le prix Mélèze (French-language shorter chapter books)
9. 1:00 pm: Le prix Peuplier (French-language picture books)

The Forest of Reading Virtual Celebrations will be available through the password website at forestofreading.com. Some videos are available now. Most will be released from now until May.

It is important to note that all of these events celebrating the Forest of Reading will NOT be live. They will be pre-recorded and will be released according to a set schedule.

Ways to Promote the Forest of Reading

We ask that you please promote the Forest of Reading Awards, presented in partnership with CBC Books. This is a great opportunity to not only promote the Forest of Reading, but your own nominated titles and authors.

It is crucial to keep the love of reading alive and to support our writing, publishing, school, and library communities during these challenging times.

Here are some ideas on how to promote it:

- Share or retweet content shared on the Forest of Reading accounts or use the templated text here on your social media or newsletters - adapt as needed!
- Encourage your authors to promote the Forest of Reading Awards on social media
- Retweet and share when we post the Forest of Reading Award Winners in May from the Forest of Reading accounts

Social Media and Websites

Accounts:

- Forest of Reading [Facebook](#) (@ForestofReading)
- Forest of Reading [Twitter](#) (@ForestofReading)
- Ontario Library Association [Facebook](#) (@accessola)
- Ontario Library Association [Twitter](#) (@ONLibraryAssoc)
- Ontario Library Association [Instagram](#) (@ontariolibraryassociation)
- CBC Books [Twitter](#) (@cbcbooks)
- CBC Books [Facebook](#) (@cbc books)
- Curio [Twitter](#) (@CurioCBC)

Hashtags:

- #ForestofReading
- #IReadCanadian
- #Foretdelalecture

Websites:

- Password Website (Available to Paid Registrants): <https://forestofreading.com/>
- Forest of Reading General Website (English): <https://accessola.com/forest>
- Forest of Reading General Website (French): <https://accessola.com/foret-de-la-lecture/>
- Forest of Reading Festival Website: <https://forestofreadingfestival.ca/>
- Curio Landing Page for Forest of Reading Awards: <https://curio.ca/en/collection/forest-of-reading-2021-2822/>

Please tag your nominees, authors, illustrators, and publisher of the book(s) that you share on social media when applicable.

Newsletter Templates

General: Forest of Reading Awards

Celebrate the Forest of Reading Awards at Home!

The Forest of Reading Awards, Canada's largest reading for fun program where the readers choose the winners, will be brought to you as a three-day, free digital award ceremony event in partnership with [CBC Books](#), hosted by Ali Hassan!

Join thousands of readers across the country as we announce the winners of the Forest of Reading Awards on May 18, 19, and 20, 2021!

Celebrate the fun and love of reading and the best in Canadian children's and young adult literature with the Forest of Reading!

View the full schedule and more information on the [Forest of Reading](#) website.

Publisher/Nominee Specific: Forest of Reading Awards

Celebrate [NAME OF AUTHOR] at the Forest of Reading Awards!

Join [NAME OF AUTHOR], author of [TITLE OF BOOK] and nominee of the [AWARD PROGRAM], along with thousands of readers as the winners of the [Forest of Reading Awards](#) on May 18, 19, and 20, 2021.

The Forest of Reading Awards, Canada's largest reading for fun program where the readers choose the winners, will be brought to you as a three-day, free digital award ceremony event in partnership with [CBC Books](#), hosted by Ali Hassan!

Celebrate the fun and love of reading and the best in Canadian children's and young adult literature with the Forest of Reading!

View the full schedule and more information on the [Forest of Reading](#) website.

Social Media Post Templates - Publishers and Authors

Forest of Reading Awards

We are excited the #ForestofReading Awards will be presented online with @ForestofReading and @cbcbooks - for FREE! Happening May 18, 19, 20. Learn more: <https://accessola.com/forest> #IReadCanadian

Join us at the online #ForestofReading Awards with @cbcbooks on May 18, 19, 20 on Curio! We'll be cheering for our nominees this year! Check out the full schedule here: <https://accessola.com/forest> [TAG YOUR NOMINEES] #IReadCanadian

TOMORROW is the #ForestofReading Awards hosted by @cbcbooks, streamed on @CurioCBC! We're cheering on [TAG YOUR NOMINEES]. We hope to see you there! #IReadCanadian

Media Assets - Available Now

- [Forest of Reading Logos](#)
- Winner Logos: If you require a digital copy of a program logo for a book cover (that indicates Winner), please contact Lauren Hummel at lhummel@accessola.com.

Contacts

Meredith Tutching

Director, Forest of Reading
Ontario Library Association
mtutching@accessola.com

Lauren Hummel

Manager, Marketing and Communications
Ontario Library Association
lhummel@accessola.com