

Booksellers Event Guide

screen-
free
week



fairplay
childhood beyond brands



Building a Screen-Free Week event for your book store

Thank you for your interest in planning an event for Screen-Free Week! We applaud you for stepping up to support this global celebration.

WHAT IS SCREEN-FREE WEEK?

Screen-Free Week is an annual celebration, held the first week in May, where families, libraries, schools, companies, and whole communities swap digital entertainment for the joys of life beyond the screen.

Screen-Free Week is a fun way to reduce dependence on digital entertainment, and a chance for kids and grownups to power down and reconnect with the world around them.

WHO AND WHERE?

Anyone can participate in Screen-Free Week by simply [pledging to participate](#) in whatever way makes sense to them.

The goal of Screen-Free Week isn't to get folks to totally turn off ALL screens, which is unrealistic. It's simply to encourage them to try living without entertainment screens for as much of the week as they are comfortable and to evaluate their long-term relationship with technology.

People can celebrate Screen-Free Week however they like, whether by unplugging for one day, making one change in their screen habits (like no phones at the dinner table or deleting TikTok from their phone), or going cold turkey and only using screens for work or school the whole week.

Bookstores are a fantastic place to celebrate Screen-Free Week! We hold our event each year in conjunction with our promotional partner, [Children's Book Week](#), because reading is a wonderful replacement for screen time!



PLANNING YOUR EVENT

Planning a Screen-Free Week celebration for your store is easy and we're here to help! We've created all the materials to walk you through it including pledge forms and educational handouts in our multilingual resource library at www.screenfree.org/resources-for-libraries.

We also suggest you follow Screen-Free Week on [Facebook](#) and [Instagram](#), and pledge to participate personally at screenfree.org/pledge to stay in the loop for event emails and promotional materials.

Your store's Screen-Free Week can be as big or as small as you like. If you can't organize a whole week of activities, we'd suggest hosting one event on **Screen-Free Saturday** (or choose whatever day works best for your business!)

For instance, if you want to host a screen-free book party, that's great! Simply post the info on your Facebook page, register the event at screen-free.org/events, and have an amazing time!

Remember, it's not necessary to create an entirely *new* event for Screen-Free Week. If your store already offers screen-free in-store activities, experiences, or services, simply call those your Screen-Free Week celebration. We only ask that your event be ideally free (or as low cost as possible) and open to the general public.

CONSIDER PARTNERSHIPS

If you want to do something larger, community partnerships can be an easy way to lighten your workload and reach a wider audience.

Look on your local event calendars for the first week in May and see what's already listed for your community. Is there something that would be a good fit for your Screen-Free Week? (For instance, a monthly nature walk at a park or a traditionally free day at an art museum?)



Ask those organizations if you can add their event(s) to your Screen-Free Week celebration, building the rest of your week around them. Offer to cross-promote and share resources with the hosts of those events.

EVENT IDEAS

Additionally, consider these ideas for planning your Screen-Free Week.

- Host a book trivia contest, pitting families against store employees.
- Showcase any of the selections from our Screen-Free Week/Children's Book Week [book list](#), or books for parents about managing screen time.
- Showcase books that support screen-free pursuits, like nature or hiking guides or how-to books for creating art or composing music.
- Download and provide handouts of some of the free resources from our [Screen-Free Week library](#) like: 101 Screen-Free Activities, Screen-Free Games, Fantastic Forts, 55 Nature-Related Screen-Free Activities, 100 Screen-Free Reading-Related Activities, and our Screen-Free Bingo card.
- Organize a scavenger hunt with neighboring businesses and organizations.
- Organize a family fun night in collaboration with community organizations.
- Invite local celebrities in for story time in your children's book section.
- If you have one, invite your store's book club to read something about screen time and talk about it the first week in May.
- Download and provide your customers with our Screen-Free Week [activity pledge cards](#) or [reading pledge cards](#) and invite them to fill them out and hang them on a wall in your store. Invite your staff to make pledges too!





CELEBRATE WITH YOUR STAFF

If you decide to pass on planning an event for the community, you can still plan an event for your staff and simply focus on overall **workplace wellness**. Screen-Free Week is about taking a break from *entertainment* screens, so it won't conflict with your work deadlines.

What could a Screen-Free Week event look like among your staff?

- Keep it extra-curricular and simply [distribute a link to our family guide](#) to employees who'd like to celebrate Screen-Free Week on their own time.
- Create a wall of post-it pledges in a break room, inviting employees to make commitments for the week. (i.e., go a week without Netflix or Facebook).
- Take a Screen-Free outing with your staff to visit a museum, go on a nature walk, host a potluck dinner with families invited, etc.
- Try some healthier alternatives for your staff meetings during the first week of May. Consider a walk and talk meeting or a team meeting outside beneath some trees.

SPREAD THE WORD

Once you have your Screen-Free Week planned, please register it at screenfree.org/events. Tracking global participation is how we continue to keep Screen-Free Week free and open to all!

Then, take advantage of screenfree.org/resources to access press release templates, social media wording, event logos, and more to promote your week. If you are having trouble finding what you need, ask us for help at screenfreeweek@fairplayforkids.org!

Most importantly, have fun!