World Book Day is an annual event which takes place on April 23rd in most places around the world and on the first Thursday in March in the United Kingdom. This day was established to encourage people to get engaged with literature and to promote not only reading but also publishing. This event holiday is also known as International Day of the Book, World Book Days and World Book and Copyright Day. History of World Book Day. National Author's Day. Date When Celebrated: Always November 1. Today is all about recognizing and celebrating the many great American book authors. Because of them, we have so many great books to read and to be thankful for. It's not easy to write a book. So it seems only fitting, that this special day exists, to allow us to show our appreciation to all American book authors, past and present. Have you ever thought of writing a book? It's not easy. There's a plot to develop and unfold. World Book Day is all about celebrating the wonderful power of books and the joy of reading. It's especially meant to help encourage a love of reading in children, but people of all ages can recognize and celebrate the day. In fact, several other prominent authors have also died on April 23, perhaps authors should be wary of this date! In some countries, World Book Day actually takes place on other days of the year, despite the fact that the international event was created by UNESCO.