

FOR IMMEDIATE RELEASE

Tuesday, Dec. 30, 2025

Ring in the New Year with San Diego Public Library's Winter Reading Challenge

WIN PRIZES AND UNCOVER THE QUIET MAGIC THAT LIVES BEHIND ART

SAN DIEGO – This January, the Winter Reading Challenge returns to the San Diego Public Library (SDPL) with prizes, learning and entertainment for all. The theme of the challenge, “Every Picture Tells a Story,” invites participants to explore the hidden worlds that live within art by bringing creative ideas to life.

“Opening a book is the best way to keep sharp during the winter break,” said Library Director Misty Jones. “But this year’s Winter Reading Challenge offers much more than that. With art-themed events and programs for all ages, everyone can use the season to enrich their lives and continue learning.”

The program runs from Jan. 1 through Jan. 31 and is open to all San Diegans. Participants earn prizes — including entry passes to the [Museum of Us](#) and [Mingei International Museum](#), free Wingstop coupons and more — by completing a combination of five books, five hours of reading and five “Every Picture Tells a Story” activities. Participants can also earn up to five digital raffle tickets for an opportunity to win movie tickets and art kits in a grand prize drawing. Activities can be found on [the Winter Reading webpage](#) and prizes will be available for pickup from Jan. 6 to Feb. 10, while supplies last.

Kicking off the challenge, a celebration event will take place from 10:30 a.m. to noon Saturday, Jan. 3, at [Pacific Highlands Ranch Library](#), with self-portrait painting, refreshments and surprises. Wrapping up the challenge, a finale is scheduled for Tuesday, Jan. 27, from 10 a.m. to 1 p.m. at the Museum of Us in Balboa Park. Additional events include the [Mini Mingei Storytime and Craft](#) with the Mingei International Museum, [Crafty Adults Terrarium DIY](#) and a [Dragon Boat Craft with the Chinese Historical Museum](#).

Register online and view a list of recommended books and activities by visiting [sandiego.gov/WinterReading](#). Registration is also available in-person at [any SDPL location](#), and participants can visit [the SDPL calendar](#) online to find more events, including storytimes and book discussions near them.

About the San Diego Public Library

With a vision of being the place for opportunity, discovery and inspiration, the San Diego Public Library is a hub for knowledge and lifelong learning. As the largest library system in the region, it serves a population of more than 1.4

million. Learn about events at the San Diego Central Library @ Joan A Irwin Jacobs Common and 36 community branch libraries, find links to programs and resources or search for materials in the online catalog at sandiegolibrary.org.



###