

Jólabókaflóð Suggested Text/Captions:



Happy Jólabókaflóð! Want to join in on this Icelandic tradition? You can find a bit of inspiration for gifting books this holiday season through the holiday gift guide, Indie Next List, Kids' Next List, and from your local independent bookstore.


Have you heard of Jólabókaflóð? Here are reasons why we all should be celebrating:

1. Reading is a restful activity but we hardly carve out time to do so.
2. Allows you to pause during the holiday chaos, leave your phone on silent, and crack open a book!
3. Gifting books to others (or even yourself!) can be a new annual tradition to look forward to.



How do you pronounce Jólabókaflóð? Yo-la-bok-a-flot. In Icelandic, it roughly translates to “flood of books”!

Happy Jólabókaflóð!! There's pretty much nothing cozier than this Icelandic tradition of gifting books on December 24 and settling in for an evening of reading and hot chocolate.

 Season's Readings!  What books are you cozying up to read on December 24 to celebrate Jólabókaflóð?

 Icelanders have a lovely tradition of gifting books to each other on December 24 and spending the rest of the evening reading. Come ask us, your local booksellers, for recommendations for this bookish holiday, Jólabókaflóð!

Spread the word: Jólabókaflóð is a bookworm's dream holiday. Gift books on December 24 and read the night away!

Looking for a new holiday tradition? Try Jólabókaflóð, roughly translated to “flood of books” in Icelandic. Gift or exchange books on December 24, grab some hot cocoa, and get reading by the fireplace.  

We will take any reason to gift books, drink hot chocolate, and read until we fall asleep this holiday season. Why not on Jólabókaflóð?