

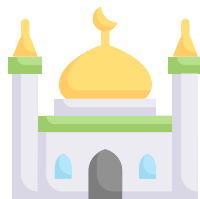
# MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

# APRIL 2024

## MONTH

### Arab American Heritage Month

Arab America and the Arab America Foundation launched the [National Arab American Heritage Month](#) initiative in 2017, with just a handful of states recognizing the initiative. Let's celebrate the richness of Arab American heritage through literature this month.



### National Poetry Month

Did you know that the Academy of American Poets marked April as National Poetry Month to celebrate poetry as means of self-expression? Check out our favorite poets and poetry collections and try your hand at writing a poem or two. 📝 What's your favorite poem?

**TIP:** Post a new poem a day!

### Publishing Triangle Awards

[The Publishing Triangle](#) presents ten awards annually honoring the best LGBTQ+ authors and literature. Who would you vote for?

**TIP:** Check out [last year's award winners](#) for your displays, or to gear up early for Pride in June!

### National Stress Awareness Month

Books relieve stress! You can:

- 📖 Browse books
- 👉 Smell books
- 🗣️ Talk about books with a bookseller
- 📷 Take pictures of books
- 🛁 Read in the bath
- 🎧 Listen to an audiobook on a walk



## WEEK

### Indie Bookstore Day Spirit Week

April 22-26

**TIP:** The days leading up to Independent Bookstore Day are filled with indie spirit! Check out the themes for each day on BookWeb.

### Lesbian Visibility Week April 22-28

Love knows no bounds, and neither do the stories we tell! ❤️📖 Explore the richness of inclusive narratives at your independent bookstore during Lesbian Visibility Week.



### National Small Business Week

April 28-May 4

Small businesses, big stories!

☀️ This National Small Business Week, show some love to your local independent bookstore and embark on a journey through captivating tales.

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## DAY

### 1. Edible Book Day

Is it cake or is it a book? It's both! What bookish cakes have you had?



**TIP:** Work with a local baker (or talented booksellers) to create an edible book cake!

### 9. Eid al-Fitr

Eid Mubarak! Enjoy these celebrations of good times, gatherings, and food – especially sweet dishes!

Eid al-Fitr is commemorated after the end of the Holy month of Ramadan and is known as the “Festival of Breaking Fast”.

### 12. D.E.A.R. (Drop Everything and Read) Day

It's Drop Everything and Read (D.E.A.R.) Day! Pause, pick up a book from your independent bookstore, and savor the joy of reading.

**TIP:** Share a video of several booksellers dropping what's in their hands and running to their favorite reading spot or pulling a book out to read in the randomest of places.

### 17. Haiku Poetry Day

**TIP:** Try lining up book titles to form a haiku when read!

**HINT:** a haiku is structured as follows:

Line 1: Five syllables  
Line 2: Seven syllables  
Line 3: Five syllables

### 2. Independent Artist Day

Independent Artist Day recognizes the valuable contributions of independent artists to the art community and supports their work by presenting it to millions of people worldwide. **TIP:** Work with local artists and artisans for an in-store workshop or section dedicated to their art! (Maybe as a teaser for Indie Bookstore Day!)

### 10. National Bookmobile Day

\*Beep beep\* bookmobile coming in! What kind of vehicle would you turn into a bookmobile? If our store had a bookmobile where would you want to see it around town?

### 15. National Anime Day

Immerse yourself in the vibrant world of anime and manga with picks from your local independent bookstore. Share your favorite anime recommendations!

### 18. National High-Five Day

Supported an indie bookstore? High-five for you (or air-five)

### 22. Passover (starts at sundown)

Chag Pesach Sameach (Happy Passover)! Passover is also referred to as Chag HaMatzot (Festival of Unleavened Bread) and Chag Ha-Aviv (Festival of Spring).

### 23. World Book and Copyright Day World Book Night

On this **#WorldBookDay**, let's celebrate books that spark creativity, generate knowledge, open minds, and are simply a joy to read.

### 3. National Walking Day

Is it just us or is it a bookworm's dream to read a book while walking through a grassy field in the countryside?

**TIP:** Share a video or gif of a bookseller with an open book in front of their face walking and reading.

### 11. National Pet Day

Dogs, cats, birds, fish? Show off your bookstore pets! No pets? Anyone can be a book“worm”!

**TIP:** Highlight your store pet or booksellers' pets

### 16. National Wear Your Pajamas to Work Day

Books should be enjoyed in your coziest pajamas, right? Stop in today as we celebrate **#WearYourPajamasToWorkDay** and recommend the best books we've read in our jammies!

### 22. Earth Day

We only have one Earth. Consider the following actions to protect it today for Earth Day:

Take public transportation, carpool, or ride a bike

Use a recycled water bottle instead of plastic or Styrofoam

Switch up your diet with more plant-based options

### 27. Independent Bookstore Day

It's the biggest book party of the year and we want to celebrate with YOU! We're thankful for you and all the love and support today and every day. **#IndieBookstoreDay**