MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

APRIL 2024

MONTH

Arab American Heritage Month

Arab America and the Arab America Foundation launched the 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!

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

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!

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.
1. Edible Book Day
Is it cake or is it a book? It’s both!
What bookish cakes have you had?
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**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

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

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 🎈