

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

APRIL 2026

MONTH

Arab American Heritage Month

Arab America and the Arab American Foundation launched the [National Arab American Heritage Month](#) initiative in 2017. By 2022, the President, Congress, the US Department of State, and 45 state governors issued proclamations commemorating the initiative. Let's celebrate the richness of Arab American heritage through literature this month!

National Poetry Month

Poetry invites us to feel, reflect, and connect 🗣️ Celebrate National Poetry Month by discovering new poets, revisiting old favorites, and sharing the poems that stay with you.

Tip: Post a new poem a day!

International Customer Loyalty Month

It's International Customer Loyalty Month, and we're feeling extra grateful! Thank you for showing up, shopping local, and supporting indie bookstores all year long. You make everything we do possible.

National Stress Awareness Month

Books relieve stress! You can:

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

WEEK

Passover

April 1-April 9

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

Lesbian Visibility Week

April 20-26



Love knows no bounds, and neither do the stories we tell! ❤️ Explore the richness of lesbian narratives at your independent bookstore during [Lesbian Visibility Week](#).

Indie Bookstore Day Spirit Week

April 20-24

Let's get in the [#IndieBookstoreDay](#) spirit! 🥳 This week, we're celebrating all things indie with special events, surprises, and bookish joy leading up to the big event: Independent Bookstore Day!

Tip: The days leading up to Independent Bookstore Day are filled with indie spirit:

- Monday, April 20: Silly Sock Day
- Tuesday, April 21: Plaid Tuesday
- Wednesday, April 22: On Wednesdays We Wear Bookstore Shirts
- Thursday, April 23: Book Character Dress-Up Day
- Friday, April 24: YOUR store's Spirit Day

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!

3. We Need Diverse Books Day

We need diverse books, today and always. Stories that reflect every voice help readers see themselves and understand the world around them.

2. Children's Picture Book Day

Calling all little readers (and the grown-ups who love them): It's [#ChildrensPictureBookDay](#)! Picture books create lifelong readers — and lifelong dreamers. What was your favorite growing up?

5. Easter

Anyone find any books or indie bookstore gift cards in their Easter baskets this year? 🐰🐣

3. 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?)

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DAY

5. National Self Care Day

Today's reminder: self care can be quiet, cozy, and full of pages 📖 Celebrate **#NationalSelfCareDay** with a good book from your local indie bookstore.

9. Support Teen Literature Day

From first crushes to finding your voice, teen books tell powerful stories. This **#SupportTeenLiteratureDay**, champion teen literature and the authors who write it at your local indie bookstore.

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 indie bookstore, we won't tell 🤫

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

Three lines, endless joy.
Haikus in perfect rhythm,
Shop indie today!

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

23. National Tea Day

Steep, sip, and settle in ☕ Celebrate **#NationalTeaDay** with a warm cup of tea and a great book from your local indie bookstore.

7. 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.

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!

TBA. 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!

22. Earth Day

One Earth, endless ways to make a difference. 🌍 This Earth Day, consider these actions to protect our planet:

- 🚲 Opt for biking, public transportation, or carpooling to reduce emissions
- ♻️ Choose a reusable water bottle to cut down on plastic waste
- 🌱 Explore plant-based meals to lower your environmental impact
- 🛍️ Bring a recyclable tote bag for your shopping to reduce plastic bag use

9. International ASMR Day

Looking for ASMR vibes? Stop by and listen closely: soft crackles of turning pages, a gentle thunk of a book closing, bookshelves creaking, pages turning, and the quiet joy of discovery.

Not familiar with ASMR? It is a sensory experience evoked by certain mundane sounds and sights that some find calming.

11. National Pet Day

Dogs, cats, birds, fish, rabbits, hamsters? 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!

20. International Cli-Fi Day

Stories of survival, hope, and the power to change. 🌍 Celebrate **#InternationalCliFiDay** with us and explore the growing world of climate fiction! 📖

23. World Book and Copyright Day World Book Night

A world without books? Unimaginable. 🌍 This **#WorldBookDay**, let's celebrate the stories that light up our imaginations and change the way we see the world.

25. Independent Bookstore Day

Grab your party hats (and your tote bags) because it's **#IndieBookstoreDay**! 🎉 Every chapter of our story is better because of YOU!