MARKETING CALENDAR for Holidays & Observances

AUGUST 2022

MONTH

Back-to-School Month
Squeeze in a few more summer reads before back-to-school!
There’s always room in back-to-school shopping for books.

Family Fun Month
A family that reads for fun together...

DAY

2. National Coloring Book Day
Share downloadable or printed coloring book designs your customers can color in and set up a coloring book display.

7. National Friendship Day
Book friends make the best friends. What are your favorite fictional character friendships?

8. International Cat Day
A day for our favorite feline reading buddies and bookstore cats!

9. Book Lovers Day
Thank you to all the book lovers out there who help support indie bookstores! This day is for you! #NationalBookLoversDay

15. National Relaxation Day
One way to wind down and take it easy this Relaxation Day? Perusing shelf after shelf of your favorite indie bookstore!

19. World Humanitarian Day
This World Humanitarian Day, we recognize the tremendous service of all of our humanitarian heroes.

19. World Photography Day
Share your favorite photo of you with your store/book stack! #WorldPhotoDay

20. Bookstore Romance Day
Check out assets, resources, and events at bookstoreromanceday.org

26. Women’s Equality Day
Today (and every day) we’re commemorating the adoption of the 19th Amendment and underlining the importance of equality.

The dog days of summer! #NationalDogDay

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