

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.

9. Book Lovers Day

Thank you to all the book lovers out there who help support indie bookstores! This day is for you!
[#NationalBookLoversDay](#)

19. World Photography Day

Share your favorite photo of you with your store/book stack! [#WorldPhotoDay](#)

26. National Dog Day

The dog days of summer!
[#NationalDogDay](#)



7. National Friendship Day

Book friends make the best friends. What are your favorite fictional character friendships?

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!

20. Bookstore Romance Day

Check out assets, resources, and events at bookstoreroromanceday.org



8. International Cat Day

A day for our favorite feline reading buddies and bookstore cats!

19. World Humanitarian Day

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

26. Women's Equality Day

Today (and every day) we're commemorating the adoption of the 19th Amendment and underlining the importance of equality.

