MARKETING CALENDAR
for Holidays & Observances

MONTH

Back to School Month
Hey students, forgot to do your summer reading? We’ve got you covered!
There’s always room in back-to-school shopping for books!

DAY

2. National Coloring Book Day
Find a new favorite coloring book on our shelves and color inside (or outside) the lines! Which do you prefer: colored pencils, markers, or crayons?
TIP: Share downloadable or printed coloring book designs your customers can color in. And set up a coloring book display.

6. National Friendship Day
Book friends make the best friends. What are your favorite fictional character friendships? Which book character would you want as a best friend?

8. International Cat Day
A day for our favorite feline reading buddies and bookstore cats! What would you name a bookstore cat?

9. Book Lovers Day
It's #NationalBookLoversDay! Thank you to all the book lovers out there who help support indie bookstores! This day is for you.
What book(s) have you loved so far this year?

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! We can help with recommendations!

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

19. Bookstore Romance Day
Star-crossed lovers? Fake dating? Friends to lovers? We love them all! #BookstoreRomanceDay #IndiesLoveRomance
TIP: Check out assets, resources and events on the Bookstore Romance Day website.

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

30. National Beach Day
FACT: Books read on the beach are better! What’s your favorite kind of “beach” read?

Black Business Month
August marks National Black Business Month. This month, celebrate and support Black-owned businesses in your community and across the country.
TIP: Highlight Black authors in your store’s business section! Or, feature gifts and sidelines from local Black-owned businesses.

Women in Translation Month
Started in 2014, Women in Translation Month is an annual celebration to promote women writers in translation. Find more at the Women in Translation Month website. #WITMonth
How many translated books have you read by women?

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

World Photography Day
📸 A picture is worth a thousand words...pictures of indie bookstores are worth even more! Share your favorite photo of you with our store or book stack! #WorldPhotoDay

National Dog Day
We are in the dog days of summer! #NationalDogDay
🐶 Curl up with your favorite pup and a good read and beat the heat!

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