

# MARKETING CALENDAR

## for Holidays & Observances

# AUGUST 2023

## 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.

### 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?

### 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](#).



### 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.

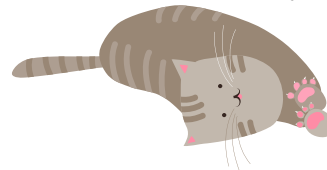
### Women in Translation Month

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?

### 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?

### 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. 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

### 26. Women's Equality Day

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

### 26. 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!



### 30. National Beach Day

**FACT:** Books read on the beach are better! 🏖️ What's your favorite kind of "beach" read?