

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

AUGUST 2024

MONTH

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 of women around the world who write in languages other than English. Find more at the [Women in Translation Month website](#). #WITMonth

Who's your favorite Woman in Translation?

Tip: Promote translated titles by women through displays, reading challenges, and readathons!

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! 📖



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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 that your customers can color in. Or 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?

17. 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.



4. 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?

10. Vlogging Day

Be honest: how many of you have filmed yourself in a bookstore? (Bonus points if you have a video on a bookshelf ladder!)

Tip: Film a POV day in the life of a bookseller vlog and post to social media!

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. 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!

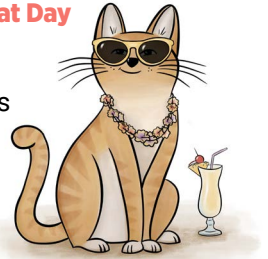
30. National Beach Day

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



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!

21. National Poets Day

On **#NationalPoetsDay**, we immerse ourselves in verses that stir the soul. Visit us and discover the beauty of poetic expression. 🙌 Who is your favorite poet?

27. Just Because Day

I wanted a new book, just because... (Do I ever need a reason?)

31. We Love Memoirs Day

What would be the title of your memoir?

Today is all about celebrating the richness of human experience and the courage it takes to share life stories. What's your favorite memoir?