

# MARKETING CALENDAR for Holidays & Observances

# DECEMBER 2023

## WEEK



**Hanukkah**  
December 7 – December 15

Hanukkah sameach (happy Hanukkah) and happy festival of lights to those who celebrate!

**Kwanzaa**  
December 26 – January 1

To all who celebrate, we wish you warmth, peace, and togetherness – and a very Happy Kwanzaa!

## DAY

### 4. National Sock Day

We talk about bookish t-shirts but what about bookish socks? Let's see the cozy footwear you rock with your feet up and your current read in hand!



### 10. Human Rights Day

On this day in 1948, the United Nations proclaimed in the Universal Declaration of Human Rights which proclaims the inalienable rights that everyone is entitled to as a human being – regardless of race, colour, religion, sex, language, political or other opinion, national or social origin, property, birth, or other status.

### 21. Crossword Puzzle Day

5 Across: Independent \_\_\_\_\_.  
Happy Crossword Puzzle Day!

### 21. Winter Solstice

❄️ You know what makes long winter nights better? Cozying up with a new book!



### 24. Jólabókaflóð

A winter gift giving holiday just for books? Sign us up! Are you familiar with Jólabókaflóð, the Icelandic word that translates roughly to "Book flood?" Grab a cup of hot chocolate and read the night away! 🍫

### 24. Christmas Eve

"And to all a good night!"  
What books are you hoping to find under the tree tomorrow?



### 25. Christmas

🎄 Merry Christmas to all who are celebrating! Wishing you a safe, cozy day full of love (and books).



### 27. No Interruptions Day

You know all those books from the holidays? No Interruptions Day is the permission you need to read them all. 😊 Hit "Do Not Disturb" and settle in for the day! Which book are you going to read first?



### 31. New Year's Eve

🌟 As we close out 2023, what book was your favorite read this year? What book do you want to start off 2024 with?