MARKETING CALENDAR
for Holidays & Observances

FEBRUARY 2023

MONTH >> Black History Month
Black history is American history.
Share book lists of Black literature, history, and biography. Don’t forget to also uplift Black Joy to celebrate.

WEEK >>
First week of February
Children's Authors and Illustrators Week
Celebrate Children's Authors and Illustrators Week with resources and tips from the Children's Authors Network and further their mission to inspire a lifelong love of reading, art, and writing!

DAY >>
2. World Read Aloud Day
Check out LitWorld, founders of World Read Aloud Day in 2010, and their mission “to celebrate the power of reading aloud to create community and amplify new stories, and to advocate for literacy as a foundational human right.”

2. Groundhog Day
Six more weeks of winter means more time inside with a good book.

9. Read in the Bathtub Day
What could be more relaxing than reading in a luxurious bubble bath? 🛀

12. Superbowl Sunday
Try re-enacting any of the Super Bowl commercials, but make it bookish! Hosting a Super Bowl party? Check out these cookbooks for making a spread that will score.

13. Galentine's Day
Gather the gals for a girls day complete with a wrapped book exchange, chocolates, and a trip to your local indie bookstore!

18. National Drink Wine Day
Whether meeting up with a book club or cracking open a book in your reading chair, a glass of wine goes well with both! 🍷

20. World Day of Social Justice
In 2007, the United Nations General Assembly declared February 20 as the World Day of Social Justice to remember that social justice is necessary for peace, security, and development around the world.

20. Love Your Pet Day
A bookstore pet is meant to be loved by all of our customers! 🐾 Come in and say hello to ours, maybe they’ll recommend their favorite book!

21. International Mother Language Day
A few facts for #InternationalMotherLanguageDay:
• A mother language is the first language someone speaks.
• Out of the 6,000 languages in the world, 43% are endangered.
• A mother language disappears every two weeks.
Encourage multilingualism with book lists that incorporate different languages.

23. Mardi Gras
Did you know that the New Orleans locals tend to call the season “Carnival” and, to the rest of the world, the last two weekends leading up to Tuesday are “Mardi Gras?” Check out Mardi Gras’ FAQs and history for display and event inspiration!

23. Tell a Fairy Tale Day
Once upon a time, there were booksellers who wished to recommend a book to every customer…Art imitates life. Stop in for a fairy tale recommendation today!

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