

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

FEBRUARY 2026

MONTH

Black History Month

Black history is American history. ♥

Tip: Don't forget to also uplift Black Joy to celebrate!

Ramadan

February 17-March 19

Ramadan Mubarak!

Tip: Be mindful of customers who are fasting with any events involving food. Consider having to-go options or events later in the evening when the sun goes down.

WEEK

Children's Authors and Illustrators Week

First Week of February

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!

Black Children's Book Week

February 22-February 28

Celebrate [#BlackChildrensBookWeek](#)!

♥ Shine a light on empowering stories and Black characters, and share the magic of seeing yourself in the pages. There's a story for every young reader to love.



IGNITE + Winter Institute

February 22-26

Tip: Post a day in the life while at Winter Institute! What galleys are you picking up? Which authors are you meeting and getting your books signed? What booksellers are you catching up with or meeting for the first time?

DAY

2. Groundhog Day

Six more weeks of winter means more time inside with a good book. ♥

4. World Read Aloud Day

Stories were made to be heard. 🗣️ Celebrate [#WorldReadAloudDay](#) with us by picking up a book that's perfect for reading aloud.

Tip: Check out [LitWorld](#), founders of World Read Aloud Day

4. National Thank a Mail Carrier Day

Books, letters, and packages...our mail carriers bring joy to our shelves and homes every day. 📬 Today we celebrate the heroes who deliver stories straight to our doors.

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DAY

8. Super Bowl Sunday

Who else is bringing a book to read to a Super Bowl party...? 🤔

Tip: Create a Super Bowl commercial for social media, but make it bookish! 🏈

14. Valentine's Day International Book Giving Day

Is it a coincidence that International Book Giving Day lands on Valentine's Day? We think not! See you at the bookstore! 🥰

Indie Bookstores = the best destinations for meet-cutes, first dates, engagements, and weddings! Share your indie bookstore love story!



20. Clean Out Your Bookcase Day

Did you sell back or donate books? After you find more space, head to the bookstore to enhance your collection.

9. Read in the Bathtub Day

Rub-a-dub-dub...a book in the tub!

🛁 Grab your favorite book, run a warm bath, and let the stress float away, because stories are better with bubbles.

16. Presidents' Day

Did you know Presidents' Day stems from George Washington's birthday? Cherry pie and other desserts with cherries are eaten in homage to Washington chopping down a cherry tree. 🍒

Take a historical armchair journey with these stories of US Presidents through the years. 🇺🇸

17. Lunar New Year

Happy Lunar Year, the Year of the Horse! 🐎 Let's welcome in Spring, a season of renewal, and wish for good fortune in the year ahead.

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.

Tip: Encourage multilingualism with book lists that incorporate different languages.

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! 💕

17. 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"?

Tip: Check out [Mardi Gras' FAQs and history](#) for display and event inspiration! 🌸

18. National Drink Wine Day

Plot twists are better with pinot. What's your go-to book & wine pairing? 🍷

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.

26. Tell a Fairy Tale Day

Once upon a shelf, a story was waiting just for you... Celebrate **#TellAFairyTaleDay** and let us help you find your happily ever after. 🏰