JANUARY 2023

1. **New Year’s Day**
   New year, same you adding new books to your TBR stack!
   Receive an indie bookstore gift card over the holidays? Kick off the new year by purchasing a new book...or two...or three. 😃
   New Year New You? What book are you reading to help with your New Year’s resolution?

2. **National Science Fiction Day**
   It’s #ScienceFictionDay! Imagine a future full of possibilities! What’s your favorite science fiction novel? 🤖

4. **National Trivia Day**
   We have the perfect trivia question for you today for National Trivia Day:
   Q: Where can you find bookseller-curated books, new authors, and a place that supports your community? A: Indie Bookstores!
   Host a book-themed trivia event with fun prizes!

4. **World Braille Day**
   Did you know that Braille is an alphabet that can be used to write almost any language?
   **TIP:** Think about accessible forms of communication in your store such as signs and computers.

12. **National Hot Tea Day**
   The classic pairing: hot tea and a new book 👌

13. **National Sticker Day**
   Brighten up a page or send a special message with our stickers! #NationalStickerDay
   Host a contest to design a new sticker marketing your bookstore!

18. **National Thesaurus Day**
   Synonyms for “book”:
   Tome • Volume • Work • Writing Novel • Copy • Edition
   Basically, more ways to say you need a new book!

22. **Lunar New Year**
   Happy Lunar Year, the Year of the Rabbit! Let’s welcome in Spring, a season of renewal, and wish for good fortune in the year ahead.

23. **National Handwriting Day**
   The art of handwriting is not lost! Pick up any of our paper products (notepads, journals, postcards) and jot down your thoughts. 🖋

27. **International Holocaust Remembrance Day**
   The UN designated January 27 as International Holocaust Remembrance Day to honor the six million Jewish victims of the Holocaust and millions of other victims of Nazism, and to develop educational programs to help prevent future genocides.