

# MARKETING CALENDAR

## for Holidays & Observances

# JANUARY 2023

## DAY

### 1. New Years 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?

### 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.

### 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!

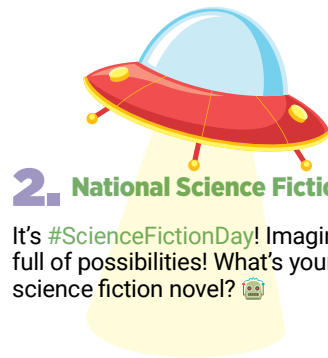
### 18. National Thesaurus Day

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.



### 2. National Science Fiction Day

It's [#ScienceFictionDay](#)! Imagine a future full of possibilities! What's your favorite science fiction novel? 📖

### 5. National Bird Day



A little bird told us you were looking for your next read... 🐦 [#NationalBirdDay](#)

### 15. World Religion Day

There are approximately 4,200 religions around the world. Today, and every day, let's celebrate the commonality of the faiths of the world. 🌍

### 19. Get To Know Your Customers Day

You know what's great about booksellers? We get to know our customers EVERY day to find the best book recommendations for them. 📖

### 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. ✍️

### 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!

### 12. National Hot Tea Day

The classic pairing: hot tea and a new book ☕



### 16. MLK Day / Civil Rights Day

This MLK Day, honor the legacy of Dr. King through community, civic action, and reflection.

### 20. Cheese Lover's Day

Happy Cheese Lovers Day! 🧀 Indulge in your favorite cheese...or your favorite cheesy romance tropes!

### 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.