1. **New Year’s Day**

New year, same you adding new books to your TBR stack! What’s the first book you’ll read this year?

Receive an indie bookstore gift card over the holidays? Kick off the new year by purchasing a new book...or two...or three. 😊

Want to read more in the New Year? Ask your local booksellers for recommendations! 🙋

2. **National Science Fiction Day**

It’s #ScienceFictionDay! Imagine a future full of possibilities! What’s your favorite science fiction novel? 🤖

3. **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.

4. **National Trivia Day**

It’s National Trivia Day!

Q: Where can you find bookseller-curated books, new authors, and a place that supports your community?
A: Indie Bookstores!

TIP: Partner with a local restaurant or bar for a book-themed trivia event with fun prizes!

5. **National Bird Day**

A little bird told us you were looking for your next read... #NationalBirdDay

TIP: Host local Audubon/naturalist groups and serve bird-themed snacks and drinks, like bird-shaped cookies, “tweet” tea, and “bird seed” trail mix.

6. **National Sticker Day**

Stay hydrated and stylish with our stickers for your water bottles! #NationalStickerDay

TIP: Host a contest to design a new sticker marketing your bookstore!

7. **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. 😊

8. **National Hot Chocolate Day**

Wrap your hands around a warm cup of hot chocolate and cozy up with a good book! 🥧 What’s your go-to book for a chilly winter’s day?

9. **National Vision Board Day**

Celebrate #NationalVisionBoardDay with us and start crafting your literary dreams. What’s on your reading list for the year? Share your bookish goals and visions! 🧵

TIP: Create your store’s vision board for the year curated with books that match what you envision.

10. **Book Publishers Day**

This #BookPublishersDay, we’re celebrating the incredible teams behind the books we love. A big shoutout to all the publishers who keep our shelves full of literary treasures. 👏

11. **National Coffee Break Day**

On #NationalCoffeeBreakDay, we’re raising our mugs to all the book lovers out there. Let the aroma of fresh pages and freshly brewed coffee fill your day. What’s your coffee of choice? ☕️

12. **National Hot Tea Day**

The classic pairing: hot tea and a new book 🌿 What’s your favorite tea to drink when reading? 🍼

TIP: Partner with a local tea house or shop that sells tea for a book-themed afternoon tea or tasting. If your store carries tea, reach out to your tea vendor to do a special promotion or event.

13. **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.