**MARKETING CALENDAR**

for Holidays & Observances

**JULY 2023**

**1. National Postal Worker Day**
Thank you, postal workers, for delivering book magic to our readers! 📬
That feeling when your postal worker knows you’re waiting for your book mail!

**3. International Plastic Bag Free Day**
No plastic, no problem! Grab your bookish tote bags and meet us by the shelves for your next read (or two). What’s your favorite bookstore tote? 🛍

**4. Independence Day**
“I can’t remember the title but the book cover was red, white, or blue.” 🇺🇸

**17. National Tattoo Day**
Can you guess which books our booksellers’ tattoos are from? 🤔
What bookish tattoo would you get?

**17. World Emoji Day**
How indie bookstores make us feel in emojis: 😊🥳🤗🤩

**18-19. Islamic New Year**
Kul aam wa anatom bekhayr. May this time of reflection be peaceful for you and yours.

**24. International Self-Care Day**
Let’s prioritize self-care every day, whether it’s going for a walk, reading a book chapter, taking a bath, or practicing yoga. 🧘 How do you practice self-care?

**20. 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. 🧔

The Americans with Disability Act turns 33 today! #DisabilityIndependenceDay #ThanksToTheADA

**30. Paperback Book Day**
Who doesn’t love a good, floppy paperback? Check out the newest paperback releases to pack for summer vacation.
**TIP:** Demonstrate the sound and visual of a floppy paperback in a reel or TikTok video!