MONTH

Margins Bookselling Month

It’s the fourth annual #MarginsBookselling Month, celebrating BIPOC, LGBTQIA2S+, Disabled, & Neurodiverse Booksellers! Be sure to check out the map of over 150 bookstores in the country to support!

Tip: Sign up your store, yourself, and/or share your store plans if applicable.

National Culinary Arts Month

Watch our booksellers cook and bake their favorite dishes from cookbooks on our shelves! 🦈 What’s your favorite cookbook?

Tip: Partner with a local restaurant or culinary class for a cook and book event!

National Independent Retailer Month

July is National Independent Retailer Month! Let’s shine a spotlight on your neighborhood bookstore. Visit us for personalized service and handpicked reads just for you.

Tip: Partner with the American Independent Business Alliance (AMIBA) for Independents Month as part of the Choose Indie Local year-round movement!

Tip: Include stats from the Civic Economics’ Unfulfilled report

WEEK

Shark Week
July 7-13
Shark Week vibes got us hooked on books! 🦈 Explore our shelves and discover the perfect read to sink your teeth into.

Summer Olympics
July 26-August 11
Tip: Showcase a Bookseller Olympics on social media with book-related challenges, like a book stack or naming books based on a brief description.

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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! 🙌

7-8. Islamic New Year
Kul aam wa anatom bekhayr! May this time of reflection be peaceful for you and yours.

International Non-Binary People’s Day celebrates non-binary people, identities, and experiences around the world.
**Tip:** Plan a display of non-binary authors and narratives from around the world!

17. World Emoji Day
On #WorldEmojiDay, we’re all about 📚❤️
How indie bookstores make us feel in emojis: 😍🥳🤗🤩

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?

25. National Wine and Cheese Day
We can’t think of a better pairing than books and the adult version of a lunchable with a glass of wine!

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!