

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

JUNE 2024

MONTH

Pride Month

Whether you're part of the LGBTQIA2S+ community or an ally, Celebrate Pride this month! 🌈



Audiobook Appreciation Month

Audiobooks count as reading! Here's how to celebrate audiobooks this month:

🎧 Download an audiobook of your favorite title to experience it in a new way

👉 Encourage your book club to try audiobooks

📺 Gift an audiobook through indie bookstore champions like Libro.fm

Let's hear it for the amazing voice actors and narrators who bring books to life through audiobooks! 🎧

WEEK

Children's Institute

June 10-12

TIP: Joining us in New Orleans for Children's Institute? 🌟 Share photos with your customers of what you're learning and the booksellers you're meeting up with from all over the country! Snap a few photos with authors, too. **#ABAChildrensInstitute**

[CONTINUE TO BACK >](#)

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DAY

1. Mid-Year Reading Check-In/ New Year's Resolution Recommitment Day

Halfway through the year, bookworms! 📖🎯 How's your reading journey going? Share your mid-year reading goals check-in and celebrate your accomplishments at your local independent bookstore.

12. National Loving Day

Loving Day honors the historic 1967 Loving v. Virginia Supreme Court case, which made interracial marriage legal in the US. Today is a global day of visibility, education, and community.

19. Juneteenth

Juneteenth is more than a day – it's a celebration of and commitment to Black independence, joy, and freedom.

TIP: In addition to displays, take Juneteenth from your store into your community with pop-ups or celebrations with other local businesses!



21. Take Your Dog To Work Day

Dogs paws-itively make a great bookstore pet! Come say hello to our furry friend for Take Your Dog to Work Day. They have some pup-tastic book recommendations! 🐾

8. Nebula Awards Ceremony

These awards are out of this world! The Nebula Awards® are voted on and presented by full, senior, and associate members of Science Fiction and Fantasy Writers of America, Inc. What's your favorite scifi or fantasy book? 🤖👽🌟

13. Women's Prize for Fiction Winner Announcement

Who has been crowned the winner of the 2024 Women's Prize for Fiction? 👑 Check out their livestream awards ceremony and be sure to pick up the winning book (and the entire shortlist) from our bookstore! 📖

20. Summer Solstice

Welcome Summer! Cheers to longer days, warmer nights, and endless stories! ☀️📖

TIP: Share a video of you packing a tote bag with all the best beach/summer reads for the season. 🌟

22. Positive Media Day

In a world that could use more positivity, let's turn to the pages of books! 📖❤️ Celebrate #PositiveMediaDay by supporting your independent bookstore and sharing the stories that bring joy and inspiration. What's a positive story about your local indie bookstore?

8. Best Friends Day

Did we just become (bookish) best friends? Join one of our book clubs or start your own with our suggested titles and create some bookish friendships!

16. Father's Day

Dad: Why do ghosts always need more books? They go through them too quickly. 👤

TIP: Create a display or book list that matches some of the oh so funny "Dad jokes" and who from your favorite books would definitely say it!

21. National Selfie Day

📸 Selfie day? What about a "shelfie"? Take a photo of yourself in front of your favorite shelf of books!

23. National Family-Owned Businesses Day

Here's to the family-owned bookstores that add character to our neighborhoods! Every book is a chapter in their family's story. 🏠

TIP: Tell your family-owned business' story