MONTH

Pride Month

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

WEEK

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! 🎧

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
**MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES**

**JUNE 2024**

**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.

2. **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.

3. **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!

4. **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! 🐾

5. **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? 🤖👽🧚

6. **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!

7. **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! 📚

8. **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!

9. **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. ☀️

10. **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?

11. **Selfie Day**
   Selfie day? What about a “shelfie”? Take a photo of yourself in front of your favorite shelf of books!

12. **National Selfie Day**

13. **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