

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

JUNE 2026 <<<

MONTH >>>

Pride Month

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

Books are for everyone, and so is love. 🏳️‍🌈 Celebrate Pride Month with stories that inspire, empower, and uplift!



Audiobook Appreciation Month

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

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

💛 Encourage your book club to try audiobooks

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

From page to performance, give it up for the voice actors and narrators that give stories their sound 🎙️

WEEK >>>

Children's Institute

June 26-June 29

Tip: Joining us in Schaumburg, IL for Children's Institute? Share photos with your customers of what you're learning and the booksellers and authors you're meeting up with from all over the country!



DAY >>>

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

Mid-year check-in, readers! How's your reading journey going so far? Check in on your mid-year goals (and reward yourself with a visit to your local indie bookstore)!

11. Women's Prize for Fiction and Non-Fiction Winners Announcement

The results are in! 🏆 Who's the winner of the 2026 Women's Prize for Fiction? Watch the livestream awards ceremony and grab the winning book (plus the amazing shortlist) right here!

7. Nebula Awards Ceremony

Dragons, androids, and galaxies far away! The Nebula Awards® honor the year's best sci-fi and fantasy, chosen by members of the Science Fiction and Fantasy Writers Association. What sci-fi or fantasy book are you obsessed with?

12. National Loving Day

Happy Loving Day 💛 We honor the landmark 1967 Loving v. Virginia decision that made interracial marriage legal in the US and celebrate a world rooted in love, equity, and community, today and every day.

8. Best Friends Day

Best friends know your coffee order and your favorite genres. Celebrate **#BestFriendsDay** with stories worth sharing from your neighborhood indie bookstore.

Best friend status: sending each other book recs nonstop. Celebrate **#BestFriendsDay** with your favorite person and your favorite indie bookstore!

16.-17. Islamic New Year

Kul aam wa anatom bekhayr! May this time of reflection be peaceful for you and yours.

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DAY >>>

19. Juneteenth

Juneteenth is more than a day — it's a celebration of Black independence, joy, and freedom. Today, we honor those stories, voices, and histories on our shelves that continue to shape and strengthen our communities. ❤️❤️❤️

21. National Selfie Day

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

26. Take Your Dog To Work Day

Paws in the bookstore today! 🐾 Say hello to our furry coworker for Take Your Dog to Work Day and sniff out some pup-approved reads.



20. Summer Solstice

Summer is officially here! ☀️ Celebrate the **#SummerSolstice** with a book made for sunny days and late nights. Find yours when you stop by!

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?

21. Father's Day

Dad: I started reading a book on anti-gravity. I can't put it down. 🧑🏻

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!

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.