

# MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

# MARCH 2024

## MONTH

### National Reading Month

A whole month dedicated to reading sounds like a dream! Let us booksellers help you find your next book (or two) to read this month.

## WEEK

### Ramadan March 10–April 9

Ramadan Mubarak!

**TIP:** Be mindful of customers who are fasting with any events involving food. Consider having to-go options or events later in the evening when the sun goes down.

## DAY

### 1. National Day of Unplugging

Turn on your “Do Not Disturb” setting and stay for a while. 📵 It’s the perfect day to read at our bookstore!

### 8. International Women’s Day

Let’s celebrate the historical, cultural, and political achievements of women and support taking action against gender inequality around the world.



### 15. Ides of March

Beware the Ides of March. Pick up a new book just to be safe! 📖

### 20. World Storytelling Day

The art of storytelling is not lost, whether they have words, pictures, signs, or expressions, and we have thousands of stories to share with you! Stop on in to hear some of our favorites.

### 26. Make Up Your Own Holiday Day

**TIP:** Create a day just for your store! Creating a unique holiday for your store can be a fun and engaging way to connect with your community and loyal customers. Maybe it’s a day for your city (Akron Day), or Thank You Day, or Your Store Cat’s Birthday!

### Small Press Month

Let’s celebrate all the amazing Small Presses this month and the stories and authors they bring us! What’s your favorite small or independent press?

**TIP:** Highlight books and authors from small presses, many of which can be found on [Indie Next Lists](#) and [Indies Introduce](#).

### March Madness March 19–April 8

March Madness but make it bookish!

🏀 We’re serving up a month of bookish excitement with our very own tournament. From classics to contemporary favorites, which book will reign supreme?

**TIP:** Create your own book bracket on social media and/or in store!

### National World Language Month

Looking to learn a new language? Or looking to read Translated Fiction? Check out our language learning resources or stop by our international movie night! 🌍

### Women’s History Month

Celebrate the women who made American history with resources and tips from [Women’s History Month](#).



### 1. National Salesperson Day/ Employee Appreciation Day

We cannot thank our booksellers enough for all they do! From recommending a new favorite read, setting up gorgeous displays, and planning events for the store, booksellers are the heart of indie bookstores! ❤️

### 10. Daylight Savings Time

One less hour in the day means Supermarket Sweeping your way through an indie bookstore so you can get back home to read! 🛒

### 17. St. Patrick’s Day

We’re green with envy for these books you can read this St. Patrick’s Day! 🍀

### 21. World Poetry Day

Poetry is the heartbeat of language, and today, we celebrate its beautiful rhythm. Join us in embracing the power of verse. Share your favorite poem or poet. 📖

### 25. Holi

Bura na mano, Holi hai! Celebrate Holi, the Festival of Colors, and the arrival of spring!

### 31. Easter

Anyone find any books or bookstore gift cards in their Easter baskets this year? 🐰 📖

### 2. National Read Across America Day

A day dedicated to a bookworm’s favorite activity? You bet! It’s the day we do what we do best: read! 📖 What book are you reading today?

### 14. Pi Day

Cook up some sweet or savory Pi(e)s from our selection of cookbooks! 🥧

**TIP:** Anything your store can do related to the number 3.14? How about the number of miles walked by booksellers in one day in the store? Maybe buy pies and staff bake pies for an employee appreciation kind of day.

### 19. Spring Equinox

Spring is officially here! 🌸 Enjoy the outdoors by reading a new book amidst freshly cut grass and flowers in bloom.

### 23. Earth Hour Day

If open, consider observing Earth Hour from 8:30 pm to 9:30 pm by turning off non-essential electric lights as a symbol of collective commitment to our planet. 🌍

### 31. International Transgender Day of Visibility

On this International Transgender Day of Visibility, we celebrate the vibrant and diverse transgender community. Visit our store and explore books that honor and elevate trans voices. 📖 🌈 🏳️‍🌈