

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

MAY 2026 <<<

MONTH >>>

National Small Business Month

Small businesses are the backbone of the US! Thank you for choosing to shop small! 🛍️

Tip: Consider sharing your story of starting a small business and how your store got to what it is today.

National Get Caught Reading Month

Celebrate National Get Caught Reading Month this May by picking up your next read at your local independent bookstore. Tag us in your best “caught reading” spots!

Tip: Share a photo carousel or create a video of places your booksellers have been caught reading!

Asian American and Pacific Islander Heritage Month

This month, we celebrate the culture, traditions, and history of Asian Americans and Pacific Islanders in the United States. Check out our list of books written by Asian authors, featuring Asian characters, or illustrated by Asian artists.



Jewish American Heritage Month

On April 20, 2006, President George W. Bush proclaimed May as Jewish American Heritage Month. As noted on the [Jewish American Heritage Month website](#), the month pays tribute to the generations of Jewish Americans who helped form the fabric of American history, culture and society.

Short Story Month

We'll keep this short: Read more short stories! Stop in for a recommendation! **#ShortStoryMonth**

Once upon a time, a short story was read. The end. 😊

WEEK >>>

National Small Business Week

May 3-May 9

Small businesses, infinite stories! This National Small Business Week, celebrate the heart of your community by supporting your local independent bookstore. Adventure awaits in every chapter — shop small, read big!

Children's Book Week

May 5-May 11

Children's Book Week from Every Child A Reader is the annual celebration of books for young people and the joy of reading. Check out these [FAQs and free resources](#) to learn more about participating this year.

[CONTINUE TO BACK >](#)

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DAY

1. Edgar® Awards

Detective hats on, mystery lovers!

🕵️ Tonight marks the 80th Annual Edgar® Awards, celebrating the finest in mystery fiction, non-fiction, and TV from 2025. 🗣️ Tune in to the [live broadcast on YouTube](#) to see who cracks the case and takes home the prize. Then, visit us to snag the winning books — your next thrilling read awaits! Which title do you think deserves the Edgar?

10. National Small Business Day

When you shop small, you support big dreams. Happy **#NationalSmallBusinessDay**! We're so grateful for our community of readers and neighbors.

21. International Tea Day

☕ + 📖 = The ultimate cozy combo. Celebrate International Tea Day with a good book and your favorite brew from your local indie bookstore.

Nothing warms the soul like tea and a good book. Find your next page-turner today, and let your tea do the rest.

25. National Wine Day

Sip, savor, and turn the page! 🍷📖 This **#NationalWineDay**, stop by your indie bookstore and find the perfect story to pair with your favorite wine. Cheers!

2. Free Comic Book Day

"Wham!" "Boom!" "Pow!" It's time to join forces for Free Comic Book Day celebrated in over 2,300 stores across the country! 🌟 Who's your favorite comic book character?

5. Teachers' Day

Happy Teachers' Day! 🍎 Celebrate the educators who make a difference with a book or gift card from their favorite indie bookstore!

17. International Day Against Homophobia, Transphobia and Biphobia

We support a world where lesbian, gay, bisexual, transgender, and intersex people can live free from violence and discrimination. To commemorate International Day Against Homophobia, Transphobia and Biphobia, we're celebrating some of our favorite LGBTQIA2S+ authors.

Tip: Offer a discount on titles or make a donation to a LGBTQIA2S+ organization in your store's community.

25. Memorial Day

Memorial Day honors Veterans and those who lost their lives in the line of duty. On this Memorial Day (and every day), thank you to all who've served.

5. Cinco de Mayo

🇲🇽 Happy Cinco de Mayo! Today we commemorate the Mexican victory over the French at the Battle of Puebla. Check out our cookbooks, in-store or online, for recipes or new twists on your favorites like pozole or tamales. 🔍

11. Mother's Day

Happy Mother's Day to all mothers, grandmothers, and mother figures! Stop in today and grab a good book for all the mother figures you love. 🌸

TBA. International Booker Prize Winners Announced

The International Booker Prize, which highlights fiction from all continents translated into English, continues to build in global importance every year. Tune in to the live award ceremony! 🏆 What's your favorite fiction book in translation?

22. National Road Trip Day

Who else packs (and downloads) way too many books and audiobooks for a road trip? 🚗

Make sure to leave enough room in your car for all the books you'll get from indie bookstores on summer road trips!

Be honest, how many books did you take on your last road trip?

