5. Daylight Savings Ends
What to do with that extra hour when we “fall back”...that stack of books by your bed may have some ideas!

11. Veterans Day
Today, we honor US veterans for their service, protection, and support. 🇺🇸
Check out our [Veteran-owned member bookstores](#).

15. National Book Awards
Are you going to watch the 74rd National Book Awards Ceremony? Winners will be announced in Fiction, Nonfiction, Poetry, Translated Literature, & Young People's Literature. What books are you rooting for this year? 📚

24. National Day of Listening
Want a bit of solace while you dig into your holiday shopping? Try listening to an audiobook! 🎧
TIP: Host an audiobook walking group!

7. General Election Day
A future with independent bookstores is on the ballot. Make your voice heard at the polls! 🗳️
TIP: Check out this infographic on [The Top 10 Ways For Booksellers to Get Out The Vote!](#).

12. Diwali
Happy Diwali! We wish you, your family, and your friends a happy and prosperous new year. As we celebrate the festival of lights, may fortune smile upon you and favor you with many blessings.

23. Thanksgiving
This Thanksgiving, we are thankful for our customers and the chance to share our favorite reads with them in indie bookstores.

8. Science, Technology, Engineering, and Mathematics (STEM) Day
National STEM Day is celebrated every year to encourage kids to explore their interests in the fields of science, technology, engineering, art, and math. What are your favorite books featuring characters in the STEM/STEAM field? 📖🧮⚙️

14. Ruby Bridges Walk to School Day
Ruby Bridges Walk to School Day is recognized by the state of California on November 14 each year as an annual day of dialogue to commemorate her historic steps.
TIP: Encourage your local schools, libraries, and community organizations to [sign up and receive free resources](#).

25. Small Business Saturday/Indies First
It’s the official kick-off weekend for holiday shopping! Which indie bookstore will you shop at this Indies First?

27. Cider Monday
It’s not a typo! Cider Monday is an initiative to take a bite out of cyber deals and shop indie and local, in person and online! 🍎
TIP: Share Civic Economics [Unfulfilled Assets](#) in your newsletters and social media.

MARKETING CALENDAR for Holidays & Observances

NOVEMBER 2023

MONTH

Picture Book Month
Picture Book Month is an international initiative to encourage everyone to celebrate literacy with picture books! Here’s to the authors and illustrators of these beautifully crafted books. 📚 What’s your favorite picture book?

WEEK

University Press Week
November 13 - November 17
Celebrate the annual University Press Week and #ReadUP! Check out the [suggested activities](#) for booksellers who want to participate in UP Week 2023.

DAY

5. Daylight Savings Ends
What to do with that extra hour when we “fall back”...that stack of books by your bed may have some ideas!

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15. National Native American Heritage
Happy Native American Heritage Month! Celebrate and amplify Native American authors and voices through store displays and events.

12. Diwali
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TIP: Encourage your local schools, libraries, and community organizations to [sign up and receive free resources](#).

23. Thanksgiving
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24. Plaid Friday
“Plaid Friday” is the idea of weaving individual threads of small businesses together to create a strong fabric! Today, we celebrate independent businesses while wearing our favorite leisure wear: plaid!
TIP: [Check out AMIBA](#) for ideas and how to join.

25. Small Business Saturday/Indies First
It’s the official kick-off weekend for holiday shopping! Which indie bookstore will you shop at this Indies First?

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