1. International Coffee Day
Hot or iced, coffee is the perfect beverage to pair with a new book!
Share all the bookish mugs on your feed and in displays for customers to purchase!
Promote the coffee shop in your store OR partner with a local coffee shop on a promotional event or collaboration.

6. National Poetry Day
A bookish haiku for National Poetry Day:
• Books are magical
• Booksellers give the best recs
• Shop indie bookstores

10. Indigenous Peoples’ Day
Indigenous Peoples’ Day honors the history and cultures of Indigenous Peoples. Indigenous Peoples’ Day was first proposed during the 1977 Geneva United Nations Conference. It is a day for recognition, education, and celebration of Indigenous Peoples!

11. National Coming Out Day
This National Coming Out Day, celebrate queer books with Lambda Literary, a nonprofit organization that champions LGBTQ books and authors!

24. 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.

30. Checklist Day
Check off your shopping list early with the gift of good books! Need to make that checklist? We’ve got you covered with planners and notepads!

31. Halloween
Spooky or spoopy? Whichever Halloween vibes you’re looking for, we have the perfect costume ideas for you with our favorite book characters.
You know what’s scary? Not having your next book when you finish your current read!