

MARKETING CALENDAR

for Holidays & Observances

SEPTEMBER 2022

MONTH

Intergeneration Month

This month, let's reach across generations to learn from one another. Break down assumptions and build unlikely friendships to bring generations closer together.

Sep 15 - Oct 15

National Hispanic Heritage Month

Celebrate the histories, cultures, and contributions of those whose ancestors came from Spain, Mexico, the Caribbean, & Central and South America.

Self-Care Awareness Month

A reminder this month to take care of ourselves, first and foremost. Whether it's keeping a journal, pampering yourself, reading a book about self-care, or saying kind things to yourself, every small step leads to better self-care.

WEEK



Sep 18 - Sep 24

Banned Books Week

We support your right to read. Check out assets, resources, and events at bannedbooksweek.org.



DAY

5. Labor Day

We honor the work and contributions of American workers and laborers to the development and achievements of the United States. [#LaborDayWeekend](#)

6. National Read A Book Day

Anyone calling out today to celebrate National Read A Book Day?? List your favorite books you can read in one day, or even in one sitting!

8. International Literacy Day

Three things you can do today to support International Literacy Day:

1. Donate books to local schools
2. Gift a book to a child
3. Start a community Little Free Library

11. Patriot Day

This Patriot Day and National Day of Service and Remembrance, we continue to commemorate the lives lost on September 11, 2001.

12. Grandparents Day

[#DoSomethingGrand](#) & continue celebrating [#GrandparentsDay](#) as part of Intergenerational Month!

21. International Day of Peace

A day dedicated to peace and kindness around the world. [#PeaceDay](#)

22. Autumn Equinox/First Day of Fall

You know what goes well with that first PSL of the Fall? A new book to keep you cozy!

22. American Business Women's Day

Let's hear it for woman-led indie bookstores!

23. Bi Visibility Day

Celebrate and recognize [#BiVisibilityDay](#) with film screenings, book discussions, poetry readings, and more.

25. National Comic Book Day

It's [#NationalComicBookDay](#)! Let's celebrate the art, artists, and stories from comics. (Host a local contest for customers to share a mini comic book featuring your store!)

27. World Tourism Day

Armchair travel to your bucket list of destinations. Share photos of you in your bookstore swag around the world!

28. National Good Neighbor Day

Thanks to our neighbor small businesses in this community. (Is there a small business you can partner with on an event or collaboration campaign?) Host a breakfast for your store's neighbors to meet each other and shop before the store opens.

29. National Coffee Day

Today is all about celebrating one of the world's most popular drinks while reading: Coffee!

