SEPTEMBER 2022

MARTKETING CALENDAR
for Holidays & Observances

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.

SEPTEMBER 2022

WEEK

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!

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

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

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

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

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!

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!

29. National Coffee Day
Today is all about celebrating one of the world’s most popular drinks while reading: Coffee!

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.

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