

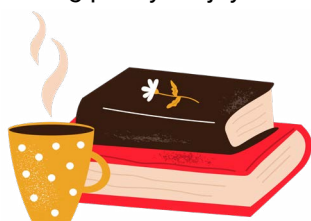
MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

SEPTEMBER 2026

MONTH

Self-Care Awareness Month

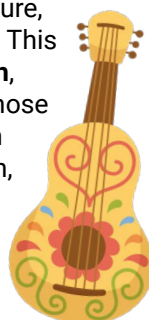
Take care of yourself like it matters, because it does. And yes, that can look like reading purely for joy.



National Hispanic Heritage Month

September 15 – October 15

Books connect us to culture, memory, and movement. This **#HispanicHeritageMonth**, we honor the voices of those whose stories stem from generations across Spain, Mexico, the Caribbean, and Central and South America.



WEEK

Sukkot

September 25 – October 2

Wishing all who celebrate a joyful and peaceful Sukkot! Sukkot celebrates gratitude, community, and gathering together. May your week be filled with shelter, stories, and sweetness.

DAY

6. National Read A Book Day

Who thinks we should have off for National Read A Book Day? 🙌

Tip: Share a list of your favorite books your customers 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:

- 📖 Donate books to local schools
- 👶 Gift a book to a child
- 🏠 Start a community Little Free Library

Tip: Host a book drive for your local youth organization or literacy organization.

15. International Dot Day

International Dot Day is inspired by Peter H. Reynolds's classic ode to the creativity in each of us.

🟠🟡🟢🔵 The Dot turns 17 this year! Adopt these turnkey dot-making events and celebrate creativity! Learn more on the [International Dot Day website](#).

7. Labor Day

Today honors the contributions of American workers and laborers to the development and achievements of the United States. **#LaborDayWeekend**

11. National Day of Service and Remembrance

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

11.-13. Rosh Hashanah

Shanah tovah! Happy Rosh Hashanah!

15. National Voter Registration Day

Books open minds. Voting shapes the future. Make your voice heard. Check your voter registration today!



Tip: Check out this infographic on [The Top 10 Ways For Booksellers to Get Out The Vote!](#)

7. Buy a Book Day

Like we needed another excuse to buy a new book 😊 Let us help you (or a loved one!) find the next literary adventure!

Tip: Host a book drive for a local charity.

13. Grandparents' Day

Books shared between grandparents and grandkids become treasures for a lifetime. Celebrate **#GrandparentsDay** as part of Intergenerational Month!

17. Constitution Day

Books and the Constitution have one powerful thing in common: they protect our freedom to think, speak, and imagine.

Freedom of the press. Freedom of speech. Freedom to read. On **#ConstitutionDay**, we celebrate the rights that let bookstores like ours thrive.

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SEPTEMBER 2026

DAY

18. Read an E-book Day

Yes, you can read digital AND shop local. Ask us how to get started with indie-supported e-books!

Love e-books and indie bookstores? Good news: you can have both!

Tip: Highlight Bookshop.org e-book titles and any promos they are running.

23. Bi Visibility Day

Books help us feel seen. This **#BiVisibilityDay**, let's lift up bi+ stories and celebrate the power of being fully ourselves, on the page and off.



26. National Ghost Hunting Day

Something spooky is lurking on our shelves 🧛

Celebrate **#NationalGhostHuntingDay** with a ghost story you won't want to read alone...

Tip: Create a "Ghost Hunt" in-store.

Hide clues or little ghosts around the shelves that lead to spooky book recommendations.



28. National Good Neighbor Day

Your neighborhood bookstore is more than just shelves, it's stories, connection, and community. Thanks for being the best neighbors we could ask for!

Tip: Host a breakfast/coffee for your store's neighbors to meet each other and shop before the store opens.

20. Yom Kippur

G'mar Chatimah Tovah. May this Yom Kippur be a time for reflection, renewal, and quiet.

22. American Business Women's Day

Let's hear it for woman-led indie bookstores! 🙌 Tag your favorite woman-owned bookstores!

Tip: Collaborate with local women-owned businesses (coffee shops, boutiques, etc.) for cross-promotions.

25. Chuseok

Chuseok is a time for family, gratitude, and delicious food! Pair your songpyeon with a heartwarming story this harvest season.

26. National Singles Day

Single, thriving, and fully booked. Celebrate **#NationalSinglesDay** with a date that never disappoints, a great book from your local indie bookstore.

Tip: Host a "Bookstore Date Night (Solo Edition)" after-hours browsing with cozy seating, music, and treats, celebrating solo time.

29. National Coffee Day

Tall? Decaf? Cappuccino? Celebrate one of the world's most popular reading beverages: ☕

Tip: Create a promo in your in-house coffee shop, or partner with a local coffee shop!

Tip: Create a Coffee-Themed Reads display with books set in coffee shops, feature baristas, or that have cozy café vibes.

22. Autumn Equinox/First Day of Fall

Celebrate the turning of the season with books that feel like fall: moody, magical, and maybe a little mysterious. 🍂 What's your ideal fall reading setup?

Tip: Check out [BookWeb.org](https://bookweb.org) for previous Fall Assets. New campaign for 2026 coming soon!

25. National Comic Book Day

It's **#NationalComicBookDay**! Let's celebrate the art, artists, and stories in comics. What's your favorite comic book?

Tip: Host a local contest for customers to create a mini comic book featuring your store!

27. World Tourism Day

Books are your ticket to anywhere. ✈️ What story has taken you the furthest from home?

Share photos of you in our bookstore swag around the world! 🌍📸

30. International Podcast Day

Manifesting a podcast that visits indie bookstores one episode at a time 🎧 Until then...what bookish podcasts should we be listening to?