

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

AUGUST 2026

MONTH

Black Business Month

August marks National Black Business Month. This month, celebrate and support Black-owned businesses in your community and across the country.

Tip: Highlight Black authors in your store's business section! Or, feature gifts and sidelines from local Black-owned businesses.

Women in Translation Month

Started in 2014, Women in Translation Month is an annual celebration of women around the world who write in languages other than English. Find more at the [Women in Translation Month website](#). #WITMonth

Who's your favorite Woman in Translation?

Back to School Month

The bells are ringing, the backpacks are packed, and the reading recs are READY. Stop by for syllabus-worthy stories (and a few rule-breakers too).



Tip: Post mini "syllabus" recs: For fans of dark academia, Required Reading for Future World-Changers, Books That Explain the World Better Than Textbooks

Tip: Use our Chalkboard [Back to Books Campaign!](#)



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DAY

2. National Coloring Book Day

Find a new favorite coloring book on our shelves and color inside (or outside) the lines! 🖍️ Which do you prefer: colored pencils, markers, or crayons?

Tip: Create outlines of popular book covers that your customers can color in! Display their work on a "Bookish Gallery Wall."

9. Book Lovers Day

It's **#NationalBookLoversDay!** 📖 Thank you to all the book lovers out there who help support indie bookstores! This day is for you.

15. Bookstore Romance Day

Star-crossed lovers? Fake dating? Friends to lovers? We love them all! **#BookstoreRomanceDay** **#IndiesLoveRomance** ❤️🔥

Tip: Check out assets, resources and events on the [Bookstore Romance Day website](#).

26. Women's Equality Day

Today (and every day) we're commemorating the adoption of the 19th Amendment and underlining the importance of equality. Let's celebrate the voices that've fought, the stories that've inspired, and the women who've paved the way.

30. National Beach Day

Fact: Books read on the beach are better! 🏖️ What's your favorite kind of "beach" read?

The only thing better than the sound of the waves is the sound of pages turning. Find your perfect beach read here. 🌊

2. National Friendship Day

Book friends make the best friends. 🐾 What are your favorite fictional character friendships? Which book character would you want as a best friend?

Tip: Set up a display where customers can leave book recommendations for their friends. ("To: [Friend's Name], You'd love this!") Add post-its or little book tags.

10. Vlogging Day

Be honest: how many of you have filmed yourself in a bookstore? Bonus points if you have a video on a bookshelf ladder!

Tip: Film a POV "day in the life" of a bookseller vlog and post on social media!

15. National Relaxation Day

Nothing says relaxation like a quiet corner, a comfy chair, and a book that takes you far, far away. We can help with recommendations!

26. National Dog Day

Tag us in a photo of your pup + your current read 🐕

Pawprints on our hearts and sometimes on our books. **#NationalDogDay** 🐾

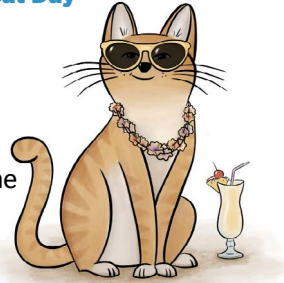
31. We Love Memoirs Day

Today is all about celebrating the richness of human experience and the courage it takes to share life stories. What's your favorite memoir?

What would the title of your memoir be?

8. International Cat Day

We don't make the rules, but cats definitely belong on the bookshelf. 🐱 What would you name a bookstore cat?



14. Love Your Bookshop Day

Today's the day to shout it from the bookshelves: We LOVE our bookshop, and we love YOU for being part of it. ❤️

19. World Photography Day

📷 A picture is worth a thousand words...pictures of indie bookstores are worth even more! 😊 Share your favorite photo of you with our store or book stack! **#WorldPhotoDay**

27. Just Because Day

I wanted a new book, just because... (Do I ever need a reason?)

29. Black Bookstore Day

The inaugural [Black Bookstore Day](#) is here! From local gatherings to public recognition, Black Bookstore Day celebrates Black-owned bookstores as businesses, gathering places, and cultural anchors.