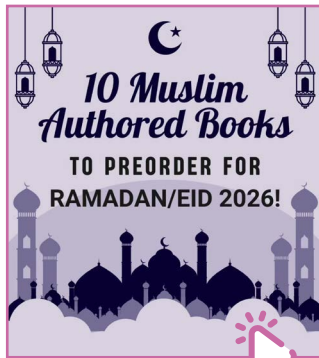


MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

FEBRUARY 2027

MONTH

Black History Month



Credit: Tuma's Books

February 7-March 8 Ramadan

Ramadan Mubarak!

Tip: Be mindful of customers who are fasting with any events involving food. Consider having to-go options or events later in the evening after sunset.

DAY

2. Groundhog Day

Six more weeks of winter means more time inside with a good book. 🐹

Tip: Share books featuring time loops (like the infamous film!)

3. World Read Aloud Day

Stories were made to be heard. 🗣️ Celebrate **#WorldReadAloudDay** with us by picking up a book that's perfect for reading aloud.

Tip: Check out [LitWorld](#), founders of World Read Aloud Day.



Credit: Curious Squirrel Books

4. National Thank a Mail Carrier Day

Books, letters, and packages... our mail carriers bring joy to our shelves and homes every day. 📬 Today we celebrate the heroes who deliver stories straight to our doors.

WEEK



Credit: Eagle Harbor Books

First Week of February Children's Authors and Illustrators Week

Tip: Celebrate Children's Authors and Illustrators Week with resources and tips from the [Children's Authors Network](#)!



Credit: Dungeon's Gate

February 10-14 IGNITE + Winter Institute

Tip: Post a day in the life while at Winter Institute! What galleys are you picking up? Which authors are you meeting to get your books signed? What booksellers are you catching up with or meeting for the first time?

February 28-March 6 Black Children's Book Week

Celebrate **#BlackChildrensBookWeek**! ❤️ Shine a light on empowering stories and Black characters, and share the magic of seeing yourself in the pages.



Credit: Book Larder

6. Lunar New Year

Happy Lunar Year, the Year of the Goat! 🐐 Let's welcome in Spring, a season of renewal, and wish for good fortune in the year ahead.

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

FEBRUARY 2027

DAY >>>

9. Mardi Gras

Tip: Check out [Mardi Gras' FAQs and history](#) for display and event inspiration! 🍀

9. Read in the Bathtub Day

Rub-a-dub-dub...a book in the tub! 🛁 Grab your favorite book, run a warm bath, and let the stress float away, because stories are better with bubbles.

13. Galentine's Day

Gather the gals for a girls day complete with a wrapped book exchange, chocolates, and a trip to your local indie bookstore! 💕

14. Valentine's Day International Book Giving Day

Tip: Check out [Valentine's Assets](#) available on BookWeb.

14. Superbowl Sunday

Who else is bringing a book to read to a Super Bowl party...? 🤔

Tip: Create a Super Bowl commercial for social media, but make it bookish! 🍷

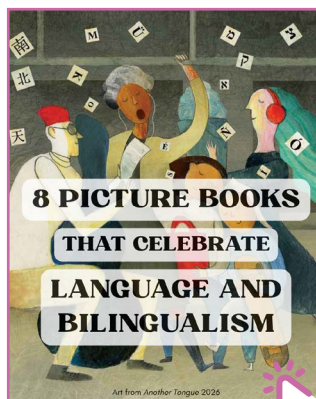
15. Presidents' Day

18. National Drink Wine Day

Plot twists are better with pinot. What's your go-to book & wine pairing? 🍷

20. Clean Out Your Bookcase Day

Dusting your shelves and donating to a Little Free Library? After you find more space, head to the bookstore to enhance your collection.



Credit: HolidayHouse/PeachTree

21. International Mother Language Day

Did you know...

A mother language is the first language someone speaks?

Out of the 6,000 languages in the world, 43% are endangered?

A mother language disappears every two weeks?



Credit: Westover Hills Library

28. Tell a Fairy Tale Day

Once upon a shelf, a story was waiting just for you... Celebrate **#TellAFairyTaleDay** and let us help you find your happily ever after. 🏰