

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

MARCH 2027

MONTH

Academy Awards Month

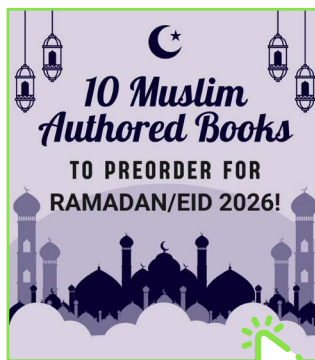
Lights, camera, read! 🎬 Celebrate Academy Awards Month by picking out books that inspired your favorite films.



Credit: The Well-Read Moose

March 14–April 5 March Madness

We're serving up a month of madness with our very own tournament. From classics to contemporary favorites, which book will reign supreme? 🏀

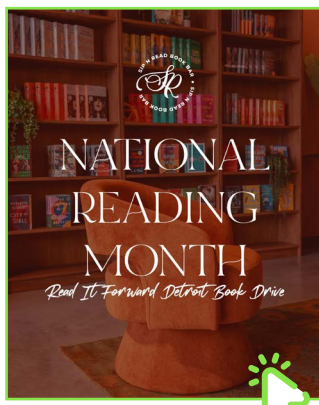


Credit: Tuma's Books

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.



Credit: Sip N Read Book Bar

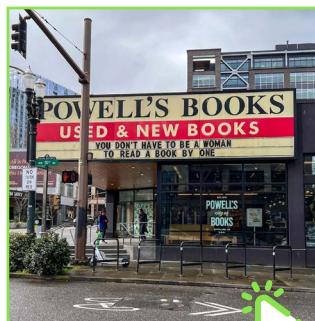
National Reading Month



Credit: Flyleaf Books

Indie Press Month

Let's celebrate all the amazing small and independent presses this month and the stories and authors they bring us!



Credit: Powell's Books

Women's History Month

WEEK

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.

February 7–13 Read an E-book Week

Digital doesn't mean distant! 💛 Support indies during **#ReadAnEbookWeek** through Bookshop.org and Libro e-books that inspire, delight, and transport you.

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DAY

2. National Read Across America Day



Credit: RJ Julia

5. National Day of Unplugging

Turn on your “Do Not Disturb” setting and stay for a while. 📵 It's the perfect day to read at our bookstore!

5. Employee Appreciation Day

From recommending a new favorite read, setting up gorgeous displays, and planning events for the store, indie booksellers are the heart of indie bookstores! ❤️

8. International Women's Day

9. Eid al-Fitr

Eid Mubarak! Enjoy these celebrations of good times, gatherings, and food — especially sweet dishes!

Eid al-Fitr is commemorated after the end of the Holy month of Ramadan and is known as the “Festival of Breaking Fast”.

14. Daylight Savings Time

One less hour in the day means Supermarket Sweeping your way through an indie bookstore so you can get back home to read! 🛒

15. Ides of March

Beware the Ides of March. Pick up a new book just to be safe! 🗡️

17. St. Patrick's Day

20. Spring Equinox

20. World Storytelling Day

The art of storytelling is not lost. Stories come in many forms (words, pictures, signs, or expressions) and we've got thousands to share! Stop by and discover some of our favorites.

20. Earth Hour Day

Tip: If open, consider observing Earth Hour from 8:30 pm to 9:30 pm by turning off non-essential electric lights as a symbol of collective commitment to our planet. 🌍

22. Holi

Bura na mano, Holi hai! Celebrate Holi, the Festival of Colors, and the arrival of spring!

26. Make Up Your Own Holiday Day

Tip: Create a day just for your store! Creating a unique holiday for your store can be a fun and engaging way to connect with your community and loyal customers. Maybe it's a day for your city (Akron Day), or Thank You Day, or Your Store Cat's Birthday!



Credit: King's Co op Bookstore

31. International Transgender Day of Visibility