

# MARKETING CALENDAR

## for Holidays & Observances

# APRIL 2023



## MONTH

### National Poetry Month

Did you know that the Academy of American Poets marked April as National Poetry Month to celebrate poetry as means of self-expression? Check out our favorite poets and poetry collections and try your hand at writing a poem or two. 📖 What's your favorite poem?

## DAY

### 2. International Children's Book Day

Children are our future! Let's brighten that future through the power of reading and using one's imagination through pages of a book. What are some of your favorite children's books?

### 9. Easter Sunday

Anyone find any books or bookstore gift cards in their Easter baskets this year? 🐰📖

### 16. National Wear Your Pajamas to Work Day

Books should be enjoyed in your coziest pajamas, right? Stop in today as we celebrate [#WearYourPajamasToWork](#) Day and recommend the best books we've read in our jammies!

### 21. 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".

### 26. National Bookmobile Day

\*Beep beep\* bookmobile coming in! What kind of vehicle would you turn into a bookmobile? 🚚

### 28. National Great Poetry Reading Day

Tip: Share a video compilation of multiple booksellers reading lines from a poem (maybe an original poem about your bookstore!)

### National Stress Awareness Month

Books relieve stress! You can:

- Browse books
- Talk about books with a bookseller
- Take pictures of books
- Read in the bath
- Listen to an audiobook on a walk

### 5. Passover (starts at sundown)

Chag Pesach Sameach (Happy Passover)! Passover is also referred to as Chag HaMatzot (Festival of Unleavened Bread) and Chag Ha-Aviv (Festival of Spring).

### 11. National Pet Day

Dogs, cats, birds, fish? Show off your bookstore pets! No pets? Anyone can be a book "worm"!



### 17. Haiku Poetry Day

Try lining up book titles to form a haiku when read!

**Hint:** A haiku is structured as follows:

Line 1: Five syllables  
Line 2: Seven syllables  
Line 3: Five syllables

### 22. Earth Day

We only have one Earth. 🌍 Consider the following actions to protect it today for Earth Day:

- 🚲 Take public transportation, carpool, or ride a bike
- ♻️ Use a recycled water bottle instead of plastic or Styrofoam
- 🌱 Switch up your diet with more plant-based options

### 27. Edgar® Awards

The 77th Annual Edgar® Awards are tonight! 📖 The awards from the Mystery Writers of America honor the best in mystery fiction, non-fiction, and television published or produced in 2022. Watch the awards banquet live on [their YouTube channel](#), then stop in to pick up the winning books from each category. Who would you give the Edgar to?

## WEEK

### IBD Spirit Week April 24 - April 28

The days leading up to Independent Bookstore Day are filled with indie spirit! Check out the themes for each day on BookWeb.

### 6. National Walking Day

Is it just us or is it a bookworm's dream to read a book while walking through a grassy field in the countryside?

**Tip:** Share a video or gif of a bookseller with an open book in front of their face walking and reading.

### 12. D.E.A.R. (Drop Everything and Read) Day

**Tip:** Share a video of several booksellers dropping what's in their hands and running to their favorite reading spot or pulling a book out to read in the randomest of places.

### 20. National High-Five Day

Supported an indie bookstore? High-five for you (or air-five)

### 23. World Book and Copyright Day

On this [#WorldBookDay](#), let's celebrate books that spark creativity, generate knowledge, open minds, and are simply a joy to read.

### 27. National Tell A Story Day

**Tip:** Post a video of the Telephone game with a book title and last person has to find the book on the shelf. Or, a video of telephone game where everyone has read the same book and contributes one sentence to the synopsis, connecting to what was said before.

### 29. Independent Bookstore Day

It's the biggest book party of the year and we want to celebrate with YOU! We're thankful for you and all the love and support today and every day. [#IndieBookstoreDay](#) 📖