

# MARKETING CALENDAR

## for Holidays & Observances

# FEBRUARY 2023

### MONTH >>> Black History Month

Black history *is* American history. Share book lists of Black literature, history, and biography. Don't forget to also uplift Black Joy to celebrate.

### WEEK >>>

### First week of February Children's Authors and Illustrators Week

Celebrate Children's Authors and Illustrators Week with resources and tips from the [Children's Authors Network](#) and further their mission to inspire a lifelong love of reading, art, and writing!

### DAY >>>

#### 2. World Read Aloud Day

Check out [LitWorld](#), founders of World Read Aloud Day in 2010, and their mission "to celebrate the power of reading aloud to create community and amplify new stories, and to advocate for literacy as a foundational human right."

#### 12. Superbowl Sunday

Try re-enacting any of the Super Bowl commercials, but make it bookish! 📖

Hosting a Super Bowl party? Check out these cookbooks for making a spread that will score.

Football fan: Play action? Pick six?  
Forward lateral?

Me: I don't know what you're saying.

Book nerd: TBR. DNF. ARC.

Me: Now you're speaking my language.

#### 20. Presidents' Day

Did you know Presidents' Day stemmed from George Washington's birthday? Cherry pie and other desserts with cherries are eaten in homage to Washington chopping down a cherry tree. 🍒

Take a historical armchair journey with these stories of US Presidents through the years.

#### 23. Tell a Fairy Tale Day

Once upon a time, there were booksellers who wished to recommend a book to every customer...Art imitates life. Stop in for a fairy tale recommendation today!

#### 2. Groundhog Day



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

#### 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!

#### 18. National Drink Wine Day

Whether meeting up with a book club or cracking open a book in your reading chair, a glass of wine goes well with both! 🍷

#### 20. World Day of Social Justice

In 2007, the United Nations General Assembly declared February 20 as the World Day of Social Justice to remember that social justice is necessary for peace, security, and development around the world.

#### 23. Mardi Gras

Did you know that the New Orleans locals tend to call the season "Carnival" and, to the rest of the world, the last two weekends leading up to Tuesday are "Mardi Gras?" Check out [Mardi Gras' FAQs and history](#) for display and event inspiration!

#### 9. Read in the Bathtub Day

What could be more relaxing than reading in a luxurious bubble bath? 🛁

#### 14. Valentine's Day & International Book Giving Day

Is it a coincidence that International Book Giving Day lands on Valentine's Day? We think not, see you at the bookstore!

Indie Bookstores = best destinations for first dates, engagements, and weddings!

#### 20. Love Your Pet Day



A bookstore pet is meant to be loved by all of our customers! 🐾 Come in and say hello to ours, maybe they'll recommend their favorite book!

#### 21. International Mother Language Day

A few facts for

[#InternationalMotherLanguageDay](#):

- 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.

Encourage multilingualism with book lists that incorporate different languages.

