

# MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

# FEBRUARY 2024

## MONTH

### Black History Month

Black history *is* American history. ❤️

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



## WEEK

### Children's Authors and Illustrators Week

First Week of February

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. Groundhog Day

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

### 10. Lunar New Year

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

### 13. 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."

**TIP:** Check out [Mardi Gras' FAQs and history](#) for display and event inspiration! 🍷

### 19. 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. 🇺🇸

### 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.

**TIP:** Encourage multilingualism with book lists that incorporate different languages.

### 7. 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."

### 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

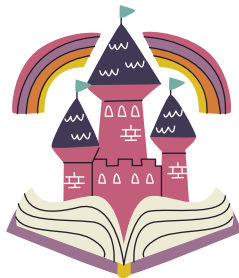
Is it a coincidence that International Book Giving Day lands on Valentine's Day? We think not, see you at the bookstore! 🍷

Indie Bookstores = best destinations for meet-cutes, first dates, engagements, and weddings! Share your indie bookstore love story!

### 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!

### 26. 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! 🏰

### 9. Read in the Bathtub Day

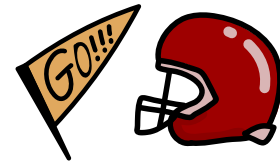
What could be more relaxing than reading in a luxurious bubble bath? 🛁

### 11. Superbowl Sunday

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

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! 🏈



### 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.

### 29. Leap Day

An extra day to get lost in a book? Why not spend it with a captivating read? What's on your reading list for this bonus day of the year? 📖