

# MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

# FEBRUARY 2025

## 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!

### Ramadan

February 28–March 30

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 when the sun goes down.

### Black Children's Book Week

February 23–March 1

Celebrate [#BlackChildrensBookWeek](#) with us as we shine a light on Black characters, empowering stories, and the magic that happens when every child sees themselves in the pages they read. Whether you're reading with little ones or discovering new favorites, there's a book for every young reader to love. ♥

### Winter Institute

February 23–26

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



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## DAY

### 2. Groundhog Day

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



### 9. 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! 🏈

### 17. Presidents' Day

Did you know Presidents' Day stems 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. 🇺🇸

### 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!



### 5. World Read Aloud Day

Check out [LitWorld](#), founders of World Read Aloud Day, 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! 💕

### 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. Clean Out Your Bookcase Day

Did you sell back or donate books? After you find more space, head to the bookstore to enhance your collection.

### 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.

### 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? 🛁

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



### 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.