

# MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

# JANUARY 2025

## MONTH

### #JanuaryInJapan

This January, join book lovers worldwide for [#JanuaryInJapan](#), an annual celebration of Japanese literature. From contemporary fiction to captivating short stories, there's something for every reader to enjoy.

### International Creativity Month

January is International Creativity Month, and it's the perfect time for book lovers to unleash their creative spirit! Whether you're diving into inspiring reads, journaling new ideas, or crafting your own stories, this is the month to fuel your imagination and celebrate the power of creativity. 💡 Share your favorite reads or creative projects with us!

### National Book Blitz Month

The first month of the new year is Book Blitz Month: a time dedicated to pick books back up and rededicate yourself to reading. Here are ways to get started:

- 📖 Compile a Reading List
- 🏠 Hit up an Indie Bookstore
- 📚 Choose a Series

## WEEK



### Hanukkah

December 25–January 2

Hanukkah sameach (Happy Hanukkah) and happy festival of lights to all who celebrate!

### Kwanzaa

December 26–January 1

To all who celebrate, we wish you warmth, peace, and togetherness – and a very Happy Kwanzaa!



## DAY

### 1. New Year's Day

New year, same bookish vibes! 🎉 What's the first read you're diving into for 2025?

Receive an indie bookstore gift card over the holidays? Kick off the new year by purchasing a new book...or two...or three. 🤔

Looking to read more in the new year? Your local booksellers are here to help with personalized picks! 📖 Stop by and let us help you find your next favorite read.

### 2. National Science Fiction Day

It's [#ScienceFictionDay](#)! 🚀 ✨ Let your imagination soar to worlds of endless possibilities. What's your all-time favorite sci-fi novel?

### 4. National Trivia Day

It's National Trivia Day! 🎉

Q: Where can you discover bookseller-curated reads, new authors, and a community-focused space?

A: Your local indie bookstore!

**Tip:** Partner with a local restaurant or bar for a book-themed trivia event with fun prizes!

### 2. World Introvert Day

Happy [#WorldIntrovertDay](#) to all the book lovers who find comfort in the quiet and joy in the pages of a good book! Whether you're recharging with a cozy read or escaping into a fictional world, today is all about celebrating the power of solitude and the beauty of reflection. How are you spending your Introvert Day?

### 4. World Braille Day

Did you know that Braille is an alphabet that can be used to write almost any language? 🤖

**Tip:** Think about accessible forms of communication in your store, such as signs and computers.


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## DAY

### 5. National Bird Day

A little bird told us you were looking for your next read...  #NationalBirdDay

**Tip:** Host your local Audubon or conservation groups! Or, serve bird-themed snacks and drinks, like bird-shaped cookies, “tweet” tea, and “bird seed” trail mix.

### 13. National Sticker Day

Stay hydrated and stylish with our bookish stickers for your water bottles! #NationalStickerDay

**Tip:** Host a contest to design a new sticker marketing your bookstore!




### 18. National Thesaurus Day

Synonyms for “book”:


Tome  
Volume  
Work  
Novel  
Copy  
Edition

What’s another way to say you need a new book or more books?

### 22. Library Shelfie Day


Show off those beautiful book collections, whether it’s a cozy corner, a towering TBR, or your most-loved shelf of favorites.  Share your shelfie and celebrate the stories that have shaped you, inspired you, and filled your shelves with joy.

### 11. National Vision Board Day


Happy #NationalVisionBoardDay!  Let’s start crafting those literary dreams. What’s on your reading list this year? Share your bookish goals and visions!

**Tip:** Create your store’s vision board for the year curated with books that match what you envision.

### 16. Book Publishers Day

This #BookPublishersDay, we’re celebrating the incredible teams behind the books we love. A big shoutout to all the publishers who keep our shelves full of literary treasures. 

### 19. World Religion Day

There are approximately 4,200 religions around the world. Today, and every day, let’s celebrate the commonality of the faiths of the world. 



### 20. Inauguration Day

Poetry has been featured in the inauguration of four US presidents! Stop in for a dash of poetry this Inauguration Day and learn more about [inaugural poems in US history](#).

### 27. International Holocaust Remembrance Day


The UN designated January 27 as International Holocaust Remembrance Day to honor the six million Jewish victims of the Holocaust and millions of other victims of Nazism, and to develop educational programs to help prevent future genocides.

### 12. National Hot Tea Day

Hot tea + a good book = the ultimate cozy combo  What’s your go-to tea when you’re settling in for a reading session? 

**Tip:** Partner with a local tea house or shop that sells tea for a book-themed afternoon tea or tasting. If your store carries tea, reach out to your tea vendor to do a special promotion or event.


### 16. Get To Know Your Customers Day

You know what’s great about booksellers? We get to know our customers EVERY day to find the best book recommendations for them. 


### 20. MLK Day Civil Rights Day

This MLK Day, may we all honor the legacy of Dr. King through community, civic action, and reflection.


### 20. National Coffee Break Day

On #NationalCoffeeBreakDay, we’re raising our mugs to all the book lovers out there. Let the aroma of fresh pages and freshly brewed coffee fill your day. What’s your coffee of choice? 

### 29. Lunar New Year

Happy Lunar Year, the Year of the Snake!  Let’s welcome in Spring, a season of renewal, and wish for good fortune in the year ahead.

### 31. National Hot Chocolate Day

Grab a warm cup of hot chocolate and get cozy with the perfect winter read!  What’s your go-to book for a chilly day?