

MARKETING CALENDAR

for Holidays & Observances

JULY 2023

MONTH

National Culinary Arts Month

Watch our booksellers cook and bake their favorite dishes from cookbooks on our shelves! 🍷 What's your favorite cookbook?

National Independent Retailer Month

TIP: Partner with the American Independent Business Alliance (AMIBA) for [Independents Month](#) as part of the Choose Indie Local year-round movement!

DAY

1. National Postal Worker Day

Thank you, postal workers, for delivering book magic to our readers! 📬

That feeling when your postal worker knows you're waiting for your book mail!

17. National Tattoo Day

Can you guess which books our booksellers' tattoos are from? 🖋️

What bookish tattoo would you get?

18-19. Islamic New Year

Kul aam wa anatom bekhayr. May this time of reflection be peaceful for you and yours.



24. International Self-Care Day

Let's prioritize self-care every day, whether it's going for a walk, reading a book chapter, taking a bath, or practicing yoga. 🧘 How do you practice self-care?

3. International Plastic Bag Free Day

No plastic, no problem! Grab your bookish tote bags and meet us by the shelves for your next read (or two). What's your favorite bookstore tote? 🛍️



17. World Emoji Day

How indie bookstores make us feel in emojis: 📖📚📕📗

20. 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. 📖

26. National Disability Independence Day

The Americans with Disability Act turns 33 today! #DisabilityIndependenceDay #ThanksToTheADA



4. Independence Day

"I can't remember the title but the book cover was red, white, or blue." 🇺🇸

18. World Listening Day

Listening to audiobooks IS reading. Check out Libro.fm for your listening needs and purchase audiobooks through your chosen bookstore! 🎧 What was the last audiobook you listened to?



30. Paperback Book Day

Who doesn't love a good, floppy paperback? Check out the newest paperback releases to pack for summer vacation.

TIP: Demonstrate the sound and visual of a floppy paperback in a reel or TikTok video!