

# MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

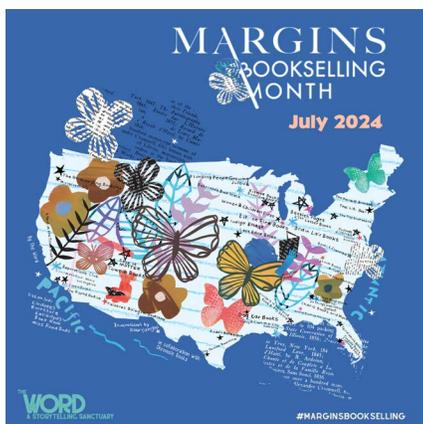
# JULY 2024

## MONTH

### Margins Bookselling Month

It's the fourth annual **#MarginsBookselling** Month, celebrating BIPOC, LGBTQIA2S+, Disabled, & Neurodiverse Booksellers! Be sure to check out the [map of over 150 bookstores](#) in the country to support!

**Tip:** [Sign up your store, yourself, and/or share your store plans if applicable.](#)



### National Culinary Arts Month

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

**Tip:** Partner with a local restaurant or culinary class for a cook and book event!

### National Independent Retailer Month

July is National Independent Retailer Month! Let's shine a spotlight on your neighborhood bookstore. Visit us for personalized service and handpicked reads just for you.

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

**Tip:** Include stats from the [Civic Economics' Unfulfilled report](#)

## WEEK

### Shark Week

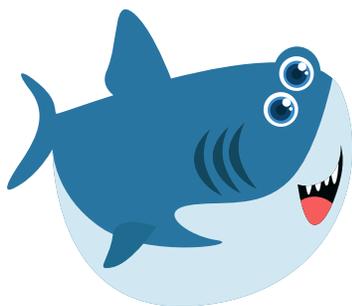
July 7-13

Shark Week vibes got us hooked on books! 📖🐟 Explore our shelves and discover the perfect read to sink your teeth into.

### Summer Olympics

July 26-August 11

**Tip:** Showcase a Bookseller Olympics on social media with book-related challenges, like a book stack or naming books based on a brief description.



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## JULY 2024

### 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! 📧

#### 7-8. Islamic New Year

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

#### 17. World Emoji Day

On #WorldEmojiDay, we're all about 📖❤️

How indie bookstores make us feel in emojis: 🥰🥰🥰🥰

#### 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?

#### 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!

#### 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? 🛍️



#### 4. Independence Day

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

Wishing you a happy Independence Day filled with great reads and literary adventures!

#### 14. International Non-Binary People's Day

International Non-Binary People's Day celebrates non-binary people, identities, and experiences around the world.

**Tip:** Plan a display of non-binary authors and narratives from around the world!

#### 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?

#### 25. National Wine and Cheese Day

We can't think of a better pairing than books and the adult version of a lunchable with a glass of wine!

#### 17. National Tattoo Day

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

What bookish tattoo would you get? 🤔

**Tip:** Have a contest for customers' book tattoos: decide the winner by likes and give them a gift card.



#### 26. National Disability Independence Day

The Americans with Disabilities Act turns 34 today!

#DisabilityIndependenceDay  
#ThanksToTheADA