

# MARKETING CALENDAR

## for Holidays & Observances

# JUNE 2023

## MONTH

### Pride Month

Whether you're part of the LGBTQIA2S+ community or an ally, Celebrate Pride this month!



## DAY

### 5-7 Children's Institute 2023

Joining us in Milwaukee for Children's Institute? Share photos with your customers of what you're learning and the booksellers you're meeting up with from all over the country! Snap a few photos with authors, too.

Don't forget to use the official hashtag #Ci2023 when sharing on social media!

### 14. Women's Prize for Fiction Winner Announcement

Who has been crowned the winner of the 2023 Women's Prize for Fiction? 🏆 Check out their livestream awards ceremony and be sure to pick up the winning book (and the entire shortlist) from our bookstore! 📖

### 21. Summer Solstice

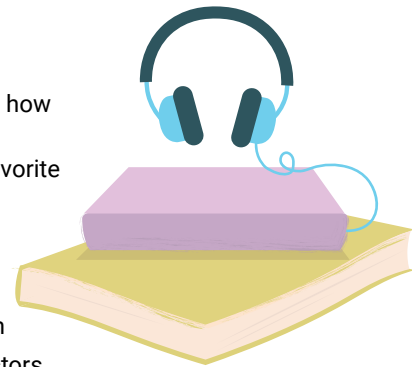
Tip: Share a video of you packing a tote bag with all the best beach/summer reads for the season. ☀️

### Audiobook Appreciation Month

Audiobooks count as reading! Here's how to celebrate audiobooks this month:

- Download an audiobook of your favorite title to experience it in a new way
- Encourage your book club to try audiobooks
- Gift an audiobook through indie bookstore champions like Libro.fm

Let's hear it for the amazing voice actors and narrators who bring books to life through audiobooks! 🎧



### 8. Best Friends Day

Did we just become (bookish) best friends? Join one of our book clubs or start your own with our suggested titles and create some bookish friendships!

### 18. Father's Day

Dad: Why do ghosts always need more books? They go through them too quickly. 👻

Tip: Create a display or book list that matches some of the oh so funny "Dad jokes" and who from your favorite books would definitely say it!

### 21. National Selfie Day

📸 Selfie day? What about a "shelfie"? Take a photo of yourself in front of your favorite shelf of books!



### 12. National Loving Day

Loving Day honors the historic 1967 Loving v. Virginia Supreme Court case, which made interracial marriage legal in the US. Today is a global day of visibility, education, and community.

### 19. Juneteenth

Juneteenth is more than a day – it's a celebration of and commitment to Black independence, joy, and freedom.

Tip: In addition to displays, take Juneteenth from your store into your community with pop-ups or celebrations with other local businesses!

### 23. Take Your Dog To Work Day

Dogs paws-ively make a great bookstore pet! Come say hello to our furry friend for Take Your Dog to Work Day. They have some pup-tastic book recommendations! 🐾