

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

JUNE 2025

MONTH

Pride Month

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

Books are for everyone, and so is love. 🏳️‍🌈 Celebrate Pride Month with stories that inspire, empower, and uplift!



Audiobook Appreciation Month

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

🎧 Download an audiobook of your favorite book 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! 🎙️

WEEK

Children's Institute

June 11-June 14

Tip: Joining us in Portland, OR for **#ABACHildrensInstitute**? 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.



DAY

1. Mid-Year Reading Check-In/ New Year's Resolution Recommitment Day

Halfway through the year, bookworms! How's your reading journey going? Share your mid-year reading goals check-in and celebrate your accomplishments at your local independent bookstore. 🎯

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.

7. Nebula Awards Ceremony

These awards are out of this world! The Nebula Awards® are voted on and presented by full, senior, and associate members of Science Fiction and Fantasy Writers of America, Inc. What's your favorite scifi or fantasy book? 🚀👽📖

12. Women's Prize for Fiction and Non-Fiction Winners Announcement

The results are in! 🏆 Who's the winner of the 2025 Women's Prize for Fiction? Watch the livestream awards ceremony and grab the winning book (plus the amazing shortlist) right here!

8. Best Friends Day

Looking for the perfect gift for your bestie? How about a book that says, "This reminded me of you"? Celebrate **#BestFriendsDay** by giving the gift of a great read!

Tag your partner-in-reading-crime and celebrate **#BestFriendsDay** with a trip to your favorite indie bookstore!

15. 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!

CONTINUE TO BACK >

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

JUNE 2025 <<<

DAY >>>

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!

21. National Selfie Day

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

26.-27. Islamic New Year

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

20. Summer Solstice

Summer starts now! ☀️ Celebrate the **#SummerSolstice** with books that match your sunny mood. Stop by and find your next summer adventure!

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

22. Positive Media Day

In a world that could use more positivity, let's turn to the pages of books! Celebrate **#PositiveMediaDay** by supporting your independent bookstore and sharing the stories that bring joy and inspiration. What's a positive story about your local indie bookstore?

20. Take Your Dog To Work Day

Dogs paws-itively 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! 🐾

23. National Family-Owned Businesses Day

Here's to the family-owned bookstores that add character to our neighborhoods! Every book is a chapter in their family's story. 🏠

Tip: Tell your family-owned business' story.