

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

MAY 2024

MONTH

National Small Business Month

Small businesses are the backbone of the US! Thank you for choosing to shop small! 🛍️

TIP: Consider sharing your story of starting a small business and how your store got to what it is today.

National Get Caught Reading Month

Get ready to be caught in the act of reading! 📖🔄 May is National Get Caught Reading Month, so visit your local independent bookstore and let the adventure begin. Where'd we catch you reading? Share your favorite "caught reading" moments!

TIP: Share a photo carousel or create a TikTok of places your booksellers have been caught reading!

Asian American and Pacific Islander Heritage Month

This month, we celebrate the culture, traditions, and history of Asian Americans and Pacific Islanders in the United States. Check out our list of books written by Asian authors, featuring Asian characters, or illustrated by Asian artists.

Short Story Month

We'll keep this short: Read more short stories! Need a recommendation? We've got 'em! **#ShortStoryMonth**

Once upon a time, a short story was read. The end. 😊

Jewish American Heritage Month

On April 20, 2006, President George W. Bush proclaimed May as Jewish American Heritage Month. As noted on the [Jewish American Heritage Month website](#), the month pays tribute to the generations of Jewish Americans who helped form the fabric of American history, culture and society.



WEEK

Children's Book Week

May 6-12

Children's Book Week from Every Child A Reader is the annual celebration of books for young people and the joy of reading. Check out these [FAQs and free resources](#) to learn more about participating this year.



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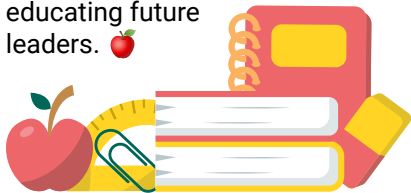
DAY

1. Edgar® Awards

The 78th Annual Edgar® Awards are tonight! 🕵️ The awards from the Mystery Writers of America honor the best in mystery fiction, non-fiction, and television published or produced in 2023. Watch the awards banquet live on [their YouTube channel](#), then stop in to pick up the winning books from each category. Who would you give the Edgar to?

7. Teachers' Day

Gift the incredible teachers and educators in your life a new book or bookstore gift card! We cannot appreciate them enough for educating future leaders. 🍎



17. International Day Against Homophobia, Transphobia and Biphobia

We support a world where lesbian, gay, bisexual, transgender, and intersex people can live free from violence and discrimination. To commemorate International Day Against Homophobia, Transphobia and Biphobia, we're celebrating some of our favorite LGBTQIA2S+ authors.

TIP: Offer a discount on titles or make a donation to a LGBTQIA2S+ organization in your store's community.

1. Reading the West Public Voting Begins

The Reading the West Book Awards honor the best fiction, non-fiction, and illustrated books set in one of the Mountains & Plains Independent Booksellers Association (MPIBA) [member states](#), or created by an author or artist living in the region. Check out MPIBA's [Marketing Plan](#) for the awards! Who would you vote for?

12. Mother's Day

Happy Mother's Day to all mothers, grandmothers, and mother figures! Stop in today and grab a good book for all the mother figures you love. 🌸

21. International Booker Prize Winners Announced

The International Booker Prize, which highlights fiction from all five continents translated into English, continues to build in global importance every year. Tune in to the live award ceremony! 🏆 What's your favorite fiction book in translation?

27. Memorial Day

Memorial Day honors Veterans and those who lost their lives in the line of duty. On this Memorial Day (and every day), thank you to all who've served.

4. Free Comic Book Day

"Wham!" "Boom!" "Pow!" It's time to join forces for Free Comic Book Day celebrated in over 2,300 stores across the country! 🌟 Who's your favorite comic book character?

5. Cinco de Mayo

🇲🇽 Happy Cinco de Mayo! Today we commemorate the Mexican victory over the French at the Battle of Puebla. Check out our cookbooks, in-store or online, for recipes or new twists on your favorites like pozole or tamales. 🔍



24. National Road Trip Day

Who else packs (and downloads) way too many books and audiobooks for a road trip? 🚗

Make sure to leave enough room in your car for all the books you'll get from indie bookstores on summer road trips! How many books did you take on your last trip?