

# MARKETING CALENDAR for Holidays & Observances

# OCTOBER 2023

## MONTH

### Filipino American History Month

It's Filipino American History Month! This month, celebrate the culture, traditions, and history of Filipino Americans in the United States. 🇵🇭

### National Reading Group Month

In 2007, the Women's National Book Association created National Reading Group Month! Throughout the month of October, let's promote the value of book clubs, buddy reads, and read-a-thons. What reading groups are you a part of?

## WEEK

### Banned Books Week

October 1 - October 7

We support your right to read. Check out assets, resources and events at [bannedbooksweek.org](http://bannedbooksweek.org)



## DAY

### 1. International Coffee Day

Hot or iced, coffee is the perfect beverage to pair with a new book! ☕ What's your favorite indie bookstore mug?

**TIP:** Share all the bookish mugs on your feed and in displays for customers to purchase! Promote the coffee shop in your store OR partner with a local coffee shop on a promotional event or collaboration.

### 10. World Mental Health Day

World Mental Health Day is an international day for global mental health education, awareness, and advocacy against social stigma.

### 21. Sweetest Day

What better way to share romantic expressions and acts of charity and kindness than by giving your loved ones (or yourself!) a new book?! ❤️

### National Cookbook Month

Already thinking of what meals you'll make for the holidays? Pick up a couple of cookbooks during National Cookbook Month! OR host a cookbook exchange!

**TIP:** Consider hosting a customer or bookseller cook-off from a recently published cookbook!

### National Book Month

It's National Book Month! Here's how you can celebrate:

- 📖 Read a new book
- 👤 Help fight book bans
- 📚 Support your favorite indie bookstore
- 🎧 Listen to an audiobook
- 📖 Give the gift of books

### Mystery Series Week

October 1 - October 7

Who is your favorite literary detective? Purple Moon Press, a small independent publishing company, created Mystery Series Week to celebrate continuing characters who return time and again to solve the case. #MysterySeriesWeek 🕵️

**TIP:** Co-host a mystery theater dinner based on a detective series with a local theater group!

### 5. National Poetry Day

A bookish haiku for National Poetry Day: Books are magical  
Booksellers give the best recs  
Shop indie bookstores

Share your bookish poems with us!

### 11. National Coming Out Day

This National Coming Out Day, celebrate queer stories with [Lambda Literary](http://LambdaLiterary.com), a nonprofit organization that champions LGBTQ+ books and authors! 🌈

### 31. Halloween

Spooky or spoopy? Whichever Halloween vibes you're looking for, we have the perfect costume ideas for you with our favorite book characters.

You know what's scary? Not having your next book when you finish your current read! 📖

**TIP:** Ask customers which book character they would trick or treat as to engage them on social, then use the list to create a display.

### TeenTober™

TeenTober™ (created by YALSA) is a new, nationwide celebration hosted by libraries every October and aims to celebrate teens, promote year-round teen services and the innovative ways teen services helps teens learn new skills, and fuel their passions in and outside the library.

**TIP:** Encourage teens to read during this month-long initiative! Here's how:

- Meet teens where they are: on TikTok!
- Use emojis, gifs, and videos to engage
- Host a teen event at your store
- Promote books with film adaptations (movie night, anyone?)
- Share your Libro.fm profile on social – listening is reading too!

**TEENtober**  
What will you discover at the library?

### 9. Indigenous Peoples' Day

Indigenous Peoples' Day honors the history and cultures of Indigenous Peoples. Held on the second Monday in October in the US, is a day for recognition, education, and celebration!

### 13. Friday the 13th

Friday the 13th in October sounds like a great day to get spooky! Stop in and peruse our horror section. Beware of walking under any ladders or by any black cats... 🐈

