

# MARKETING CALENDAR

## for Holidays & Observances

# SEPTEMBER 2023

## MONTH

### National Hispanic Heritage Month

September 15 - October 15

Celebrate the histories, cultures, and contributions of those whose ancestors came from Spain, Mexico, the Caribbean, and Central and South America.

### Self-Care Awareness Month

A reminder this month to take care of ourselves, first and foremost. Whether it's keeping a journal, pampering yourself, reading a book about self-care, or saying kind things to yourself, every small step leads to better self-care.



## DAY

### 4. Labor Day

Today honors the contributions of American workers and laborers to the development and achievements of the United States. #LaborDayWeekend

### 10. Grandparents Day

#DoSomethingGrand and celebrate #GrandparentsDay as part of Intergenerational Month!

Who's your favorite literary grandparent?

### 15-17. Rosh Hashanah

Shanah tovah! Happy Rosh Hashanah!



### 22. American Business Women's Day

Let's hear it for woman-led indie bookstores! 📖 Tag your favorite woman-owned bookstores!

### 25. National Comic Book Day

It's #NationalComicBookDay! 🌟 Let's celebrate the art, artists, and stories in comics. What's your favorite comic book?

**TIP:** Host a local contest for customers to create a mini comic book featuring your store!

### 27. World Tourism Day

Armchair travel to your bucket list destinations. 🌍

Share photos of you in our bookstore swag around the world! 📷

### 6. National Read A Book Day

Who thinks we should have off for National Read A Book Day? 📖

**TIP:** Share a list of your favorite books your customers can read in one day, or even in one sitting!

### 11. Patriot Day

This Patriot Day and National Day of Service and Remembrance, we continue to commemorate the lives lost on September 11, 2001.

### 21. International Day of Peace

A day dedicated to peace and kindness around the world! #PeaceDay

### 23. Bi Visibility Day

Celebrate and recognize #BiVisibilityDay with film screenings, book discussions, poetry readings, and more!

### 25. National Voter Registration Day

Make your vote count! National Voter Registration Day urges citizens to register to vote. #VoterRegistrationDay 🗳️

**TIP:** Check out this infographic on [The Top 10 Ways For Booksellers to Get Out The Vote!](#)

### 28. National Good Neighbor Day

Thanks to our neighbor small businesses in the community!

**TIP:** Partner with another small business on an event or collaborative campaign. Or, host a breakfast/coffee for your store's neighbors to meet each other and shop before the store opens.

### 8. International Literacy Day

Three things you can do today to support International Literacy Day:

📖 Donate books to local schools

👶 Gift a book to a child

🏠 Start a community Little Free Library

**TIP:** Host a book drive for your local youth organization or literacy organization.

### 15. International Dot Day

International Dot Day is inspired by Peter H. Reynolds's classic ode to the creativity in each of us.

📖 The Dot turns 20 this year (with a new paperback now available!). Adopt these turnkey dot-making events and celebrate creativity! Learn more on the [International Dot Day website](#).

**TIP:** Great kids craft/creativity event!

### 23. Autumn Equinox/First Day of Fall

The first day of Fall calls for crunchy leaves, pumpkin baked goods, and a good book! 🍂 What autumnal reads are you lining up this fall?

**TIP:** Check out [BookWeb.org](#) for previous Fall Assets. New campaign for 2023 coming soon!



### 29. National Coffee Day

Iced? Hot? Frothy? Dark roast? Any way you have it, today we celebrate one of the world's most popular reading beverages: Coffee! ☕

**TIP:** Partner with your local coffeeshop or create a promo in your in-house coffeeshop if applicable!