

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

SEPTEMBER 2024

MONTH

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.

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.

WEEK

Banned Books Week

September 22-28

We support your right to read. Check out assets, resources and events at BannedBooksWeek.org.






DAY

2. Labor Day

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

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.

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!

8. Grandparents' Day

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

Who's your favorite literary grandparent?

7. Buy a Book Day

Like we needed another excuse to buy a new book 😊 Let us help you (or a loved one!) find the next literary adventure!

Tip: Host a book drive for a local charity.

11. Patriot Day

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

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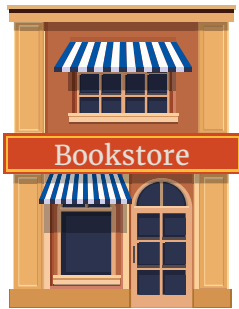
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DAY

14. Love Your Bookshop Day

Every day is Love Your Bookshop Day at your local independent bookstore!



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!



28. National Good Neighbor Day

Thanks to our neighbor small businesses in the community!

Tip: Host a breakfast/coffee for your store's neighbors to meet each other and shop before the store opens.

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 15 this year! Adopt these turnkey dot-making events and celebrate creativity! Learn more on the [International Dot Day website](#).

Tip: Great kids craft/creativity event!

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

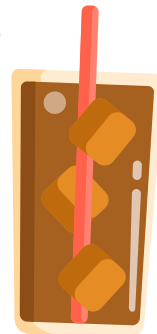
It's #NationalComicBookDay! Let's celebrate the art, artists, and stories in comics. What's your favorite comic book?

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

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: Create a promo in your in-house coffee shop, or partner with a local coffee shop!



17. 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!](#)

22. 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 2024 coming soon!

27. World Tourism Day

Armchair travel to your bucket list destinations. 🌍

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

30. International Podcast Day

Petition to have a podcast that features an indie bookstore each episode! 🎧

What are your favorite bookish podcasts?