

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

DECEMBER 2024

WEEK

#ReadingAfrica

December 1-7

[#ReadingAfrica: An Annual Celebration of African Literature](#)

is December 1–7. Originally started in 2017 by Catalyst Press, #ReadingAfricaWeek is an annual celebration of African literature!



Hanukkah

December 25-January 2

Hanukkah sameach (Happy Hanukkah) and happy festival of lights to all who celebrate!

Kwanzaa

December 26-January 1

To all who celebrate, we wish you warmth, peace, and togetherness – and a very Happy Kwanzaa!



DAY

2. Cider Monday

It's not a typo! Cider Monday is an initiative to take a bite out of cyber deals and shop indie and local, in person and online! 🍎 Stop in for a free cup, maybe a snack, see some real people, and have a good time checking out what's in your local stores!

Tip: [Check out AMIBA](#) for ideas and how to join.

Tip: Share [Civic Economics Unfulfilled Assets](#) in your newsletters and social media.

15. International Tea Day

Steeped in stories and tea! Celebrate International Tea Day by diving into a great book from your indie bookstore. 🍵

24. Christmas Eve

"And to all a good night!"

What books are you hoping to find under the tree tomorrow?



4. National Sock Day

Let's see the cozy footwear you rock with your feet up and your current read in hand! 🧦

13. National Cocoa Day

On National Cocoa Day, there's no better way to relax than with a cup of cocoa and a good book. Stop by and discover your next cozy read! 🍫📖

Tip: Promote Jólabókaflóð with hot cocoa bundles with cozy reads.

21. Winter Solstice

Embrace the magic of the winter solstice by exploring your favorite independent bookstores! ❄️🌟

25. Christmas

🎁 Merry Christmas to all who celebrate! Wishing you a safe, cozy day full of love (and books).

31. New Year's Eve

🌟 As we wrap up 2024, which book topped your list this year? And what's the first book you're excited to dive into in 2025?

10. Human Rights Day

On this day in 1948, the United Nations proclaimed in the Universal Declaration of Human Rights the inalienable rights that everyone is entitled to as a human being – regardless of race, color, religion, sex, language, political or other opinion, national or social origin, property, birth, or other status.

24. Jólabókaflóð

A winter gift giving holiday just for books? Sign us up! Are you familiar with Jólabókaflóð, the Icelandic word that translates roughly to "Book flood?" Grab a cup of hot chocolate and read the night away! 🍫



31. No Interruptions Day

Got a stack of holiday books waiting for you? No Interruptions Day is your perfect excuse to dive in! 😊 Turn on "Do Not Disturb" and get cozy. Which book are you reading first?