

# MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

# OCTOBER 2024

## MONTH

### LGBT History Month

From historical figures to modern icons, our shelves are filled with stories that celebrate LGBTQ+ lives and experiences. Join us in honoring LGBT History Month! 🌈

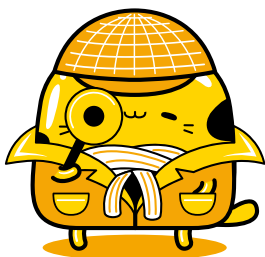
### National Book Month

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

### 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? What's your book club currently reading?



### Filipino American History Month

In 2009, Congress recognized October as Filipino American History Month in the United States. This month, we celebrate the culture, traditions, and history of Filipino Americans. 🇵🇭

### National Cookbook Month

Get inspired for your holiday menu with our amazing selection of cookbooks! Celebrate National Cookbook Month by adding some new recipes to your collection or hosting a cookbook exchange. 🍳 What's your favorite cookbook?

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

### TeenTober™

TeenTober™ (created by YALSA) is a nationwide celebration hosted by libraries every October and aims to celebrate teens, promote year-round teen services and the innovative ways teen services help 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!



## WEEK

### Mystery Series Week

October 1-7 (First full week)

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!

CONTINUE TO BACK >

# MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

# OCTOBER 2024

## 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 to drink out of while reading?

**Tip:** Share all the bookish mugs on your feed and in displays for customers to purchase!

**Tip:** 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

Books can be a source of comfort and understanding. This World Mental Health Day, join us in advocating for mental health awareness and explore our curated selection of supportive reads.

### 19. 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?! 📖❤️

#SweetestDay

### 2-4. Rosh Hashanah

Shanah tovah! Happy Rosh Hashanah!



### 11. National Coming Out Day

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

### 29-Nov 1. Diwali

Happy Diwali! We wish you, your family, and your friends a happy and prosperous new year. As we celebrate the festival of lights, may fortune smile upon you and favor you with many blessings.

### 3. 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!

### 14. Indigenous Peoples' Day

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

### 31. Halloween

Spooky or spooey? 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 on social media which book character they would trick or treat as, then use the list to create a display. Have them send photos!

