



NFLS 2024 Library Marketing Calendar

This calendar is a (working) compilation of celebrations and promotional events sourced from the [American Library Association \(ALA\)](#), Wisconsin Library Association (WLA), [Wisconsin Department of Public Instruction \(DPI\)](#), and select others.

January

- 1st: New Year's Day
- [Slavery and Human Trafficking Prevention Month](#)
- 15th: [Dr. Martin Luther King Jr. Day](#)
- [Wild Wisconsin Winter Web Conference](#) – late January

February

- [National Black History Month](#)
- [National Library Lovers Month](#) (no official source)
- [Library Legislative Day](#) – early February (2/11/2025)
- 12th: [Abraham Lincoln's Birthday](#)
- 15th: [Susan B. Anthony's Birthday](#)
- 22nd: [George Washington's Birthday](#) (observed 2/19/2024)

March

- [National Women's History Month](#)
- [Irish-American Heritage Month](#)
- 4th: [Casimir Pulaski Day](#)
- [Harriet Tubman Day – March 10](#)
- [Freedom of Information Day](#) - on or near March 16 annually
- 17th: ["The Great Hunger" in Ireland Day](#)
- [17th: St. Patrick's Day](#)
- [Cesar Chavez Day – March 31](#)

April

- [National Financial Literacy Month](#)
- [National Poetry Month](#)
- [National Former Prisoner of War Recognition Day – April 9](#)
- [National Library Week](#) - April 7-13, 2024
 - [National Library Workers Day](#) - Tuesday of National Library Week
 - [National Library Outreach Day](#) - Wednesday of National Library Week
- [National Former Prisoner of War Recognition Day – April 9](#)
- [D.E.A.R - Drop Everything and Read](#) - April 12 annually
- [Thomas Jefferson's Birthday – April 13](#)
- 13th: [American's Creed Day](#)
- [Money Smart Week®](#) - April 15-21, 2024 ([retiring after 2024](#))
- 19th: [Patriots' Day \(not the same as Patriot Day, September 11\)](#)



NFLS 2024 Library Marketing Calendar

- [Earth Day – 22nd](#)
- [Arbor Day – 26th](#)
- [Children's Day/Book Day - El día de los niños/El día de los libros \(Día\)](#) - April 30 annually
- [Preservation Week](#) - April 28 – May 4

May

- [Preservation Week](#) - April 28 – May 4
- [Labor History Month](#)
- [Asian/Pacific American Heritage Month](#)
- [Jewish American Heritage Month](#)
- [Law Day – May 1](#)
- WAPL Conference: [May 1-3, 2024](#)
- [Holocaust Day of Remembrance – May 2](#)
- [Malcolm X Day – May 19](#)
- 27th: Memorial Day (always observed last Monday in May)

June

- [Rainbow Book Month™](#)
- 14th: [Robert La Follette Sr. Day](#) (Wisconsin)
- 19th: Juneteenth National Independence Day
- [Helen Keller Day – June 27](#)

July

- [Independence Day](#) – July 4

August

- [Women's Equality Day – Aug. 26](#)

September

- [Library Card Sign-up Month](#)
- 2nd: [Labor Day \(always the 1st Monday in September\)](#)
- [September 11 Observance Day](#) (aka [Patriot Day](#)) – Sept. 11
- [National Hispanic Heritage Month – Sept. 15 – Oct. 15](#)
- 16th: [Mildred Fish Harnack Day](#) (Wisconsin)
- [U.S. Constitution Day](#) – Sept. 17
- 19th: [Wisconsin Day](#)
- 20th: [POW-MIA Recognition Day](#)
- [Banned Books Week](#) Sept. 22-28, 2024
- 28th: [Frances Willard Day](#)



NFLS 2024 Library Marketing Calendar

October

- [American Archives Month](#)
- [Dyslexia Awareness Month](#)
- [Filipino American History Month](#)
- [Italian American Heritage and Culture Month](#)
- [LGBTQ+ History Month](#)
- [National Arts and Humanities Month](#)
- [TeenTober](#)
- [Cyber Security Awareness Month](#) (schools/libraries): Keeping Kids Safe Online (WI DOJ)
- 7th: [Bullying Prevention Day](#)
- 9th: [Leif Erikson Day](#)
- 14th: [Christopher Columbus Day](#) (observed the 2nd Monday of October)
- [National Friends of Libraries Week](#) - October 20-26, 2024; October 19-25, 2025

November

- [International Games Month](#)
- [Picture Book Month](#)
- [Native American Heritage Month](#)
- [National Entrepreneurship Month](#)
- [Military Family Month](#)
- [WLA Annual Fall Conference](#) – November 5-8, 2024
- [Veterans Day – November 11](#)
- [LMCC – Library Marketing & Communications Conference](#) – Nov. 13-14, 2024
- 28th: Thanksgiving Day

December

- [National Pearl Harbor Remembrance Day - Dec. 7](#)
- [SLATE \(School Leaders Advancing Technology in Education\) conference \(library media specialists\) – December 9-11, 2024](#)
- [Human Rights Day – Dec. 10](#)
- [Bill of Rights Day – Dec. 15](#)
- 25th: Christmas Day

Reminder: This is a working document. If you have other items you feel should be added to this list, please email the details to [Lori Baumgart](#).