



NFLS 2023 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

- [Slavery and Human Trafficking Prevention Month](#)
- [Dr. Martin Luther King Jr. Day/Birthday – January 15](#)
- [Wild Wisconsin Winter Web Conference](#) – January 25-26, 2023
- [ALA Youth MeNardia Awards](#) - January 30, 2023 at [LibLearnX: The Library Learning Experience](#)

February

- [National Black History Month](#)
- [National Library Lovers Month](#) (no official source)
- [Library Legislative Day](#) – February 7, 2023

March

- [National Women's History Month](#)
- [Irish-American Heritage Month](#)
- [Harriet Tubman Day – March 10](#)
- [Freedom of Information Day](#) - on or near March 16 annually
- [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 23-29, 2023 & April 7-13, 2024
 - [National Library Workers Day](#) - Tuesday of National Library Week
 - [National Library Outreach Day](#) - Wednesday of National Library Week
- [D.E.A.R - Drop Everything and Read](#) - April 12 annually
- [Thomas Jefferson's Birthday – April 13](#)
- [Money Smart Week®](#) - April 15-21, 2023
- [Earth Day – 22nd](#)
- [Arbor Day – 26th](#)
- [WAPL Annual Spring Conference](#) – April 26 – 28, 2023
- [Children's Day/Book Day - El día de los niños/El día de los libros \(Día\)](#) - April 30 annually
- [Preservation Week](#) - April 30 – May 6, 2023

May

- [Labor History Month](#)
- [Asian/Pacific American Heritage Month](#)
- [Jewish American Heritage Month](#)
- [Preservation Week - April 30 – May 6, 2023](#)
- [Law Day – May 1](#)
- [Holocaust Day of Remembrance – May 2](#)
- May 16 – [120th anniversary of State Document Depository Program](#) celebrated by DPI
- [Malcolm X Day – May 19](#)
- WAPL Conference: [April 26-28, 2023](#), [May 1-3, 2024](#)

June

- [Rainbow Book Month™](#)
- [Helen Keller Day – June 27](#)

July

- [Independence Day](#) – July 4

August

- [Women's Equality Day – Aug. 26](#)

September

- [Library Card Sign-up Month](#)
- [September 11 Observance Day](#) (aka [Patriot Day](#)) – Sept. 11
- [National Hispanic Heritage Month – Sept. 15 – Oct. 15](#)
- [U.S. Constitution Day](#) – Sept. 17

October

- [American Archives Month](#)
- [Dyslexia Awareness Month](#)
- [Filipino American History Month](#)
- [Italian American Heritage and Culture Month](#)
- [National Arts and Humanities Month](#)
- [TeenTober](#)
- [Cyber Security Awareness Month](#) (schools/libraries): Keeping Kids Safe Online (WI DOJ)
- [Banned Books Week](#) - October 1-7, 2023
- [National Friends of Libraries Week](#) - October 15-21, 2023; October 20-26, 2024; October 19-25, 2025
- [WLA Annual Fall Conference](#) – October 24-27, 2023

November

- [International Games Month](#)
- [Picture Book Month](#)
- [Native American Heritage Month](#)
- [National Entrepreneurship Month](#)
- [Military Family Month](#)
- [LMCC – Library Marketing & Communications Conference](#) – Nov. 6-8, 2023
- [Veterans Day – November 11](#)

December

- [National Pearl Harbor Remembrance Day - Dec. 7](#)
- [Human Rights Day – Dec. 10](#)
- [Bill of Rights Day – Dec. 15](#)
- [SLATE \(School Leaders Advancing Technology in Education\) conference \(library media specialists\) – December 4-6, 2023](#)

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](#).