EASY, “TRIED & TRUE” IDEAS

- Genres and sub-genres
- Traditional holidays
- Non-fiction subjects
- Word or color theme
- Summer reading tie-in
- Library events & exhibits tie-in

CHALLENGING & INSPIRING IDEAS

- Local festivals and events
- Collaborations
- Author/celebrity birthdays
- Odd holidays and celebrations
  - Chase’s Calendar of Events (published yearly by McGraw-Hill)
  - Holidayinsights.com
- Read-alikes
- “In the News”
- Get Caught Reading
- Interactive for incentives

For more handouts and other information seen in this presentation, please visit:
http://www.pinterest.com/mylpl