



International Dot Day

# Booksellers Quickstart Guide

In 2009, a teacher and his students in Iowa started celebrating the themes of creativity and courage in Peter H. Reynolds' classic storybook for all ages, **The Dot**.

And so launched **International Dot Day**, which has grown to include millions of teachers, librarians, and students participants in over 200 countries!

As a bookseller, you can take advantage of this growing movement too, and since Dot Day is celebrated on September 15-ish, you can keep promotions going all month long.

For more comprehensive ideas on ways to celebrate, check out the **Dot Day Educator Guide** when you register at: [InternationalDotDay.org](http://InternationalDotDay.org)

1

Sign up on the International Dot Day website and follow us on social media for free resources.

2

Hold an event (like chalk dots on the sidewalk). Share with the hashtag: **#DotDayBookshop** and we'll promote your shop!

3

Enjoy ringing up sales of Peter H. Reynolds' creativity classics, including **The Dot**, **Ish**, and **Sky Color** a.k.a. the Creatrilogy bundle.

