

In the summer of 1978, US President Jimmy Carter proclaimed a University Press Week “in recognition of the impact, both here and abroad, of American university presses on culture and scholarship.” In 2012, the Association of University Presses revived the idea of this celebration to recognize the impact that a global community of university presses has on every one of us. We mark University Press Week each November with a new theme, events, featured UP work, blog tours, and more.



“Keep UP!”, the 2021 University Press Week theme, marks our tenth anniversary and celebrates how university presses have evolved over the past decade.

Ten Things Booksellers Can Do to Participate in UP Week 2021

- **Use social media channels to highlight UP Week**
Post your activities and promote all UP Week activities.
- **Use UP Week hashtags when posting about university press titles**
#ReadUP #KeepUP #UPWeek
- **Use UP Week graphics**
<https://upweek.up.hcommons.org/resources/upw2021-materials/>
- **Highlight UP Week Gallery titles**
Selected by member presses, the 85 projects in this online gallery offer a small sample of university presses' path-breaking work in a variety of formats and a wide range of initiatives. <https://upweek.up.hcommons.org/celebrate/up-week-2021/keep-up-gallery/>
- **Promote or participate in the UP Week blog tour**
Each year, we take a tour of the blogs in our larger community, with a series that daily addresses different aspects of the week's theme. This year we celebrate the ways that university presses have been a force to Keep UP with during the past decade and will continue to be in the future. Share posts from your favorite university press or participate yourself by posting on your own blog or website.
<https://upweek.up.hcommons.org/celebrate/up-week-2021/blog-tour/>
- **Take advantage of special offers**
Take advantage of special offers from University Presses and create window or table displays. Check in with your UP reps about whether co-op might be available.
- **Highlight university press titles in your newsletters**
Feature university press titles in your October or November store newsletters.
- **Host a university press author event**
Plan and promote an author event in honor of UP Week
- **Promote excellent university press books published over the last decade**
These lists, curated by the University Press Week Task Force, highlight the excellence and innovation of university presses over the past decade. Promote one or create your own! <https://upweek.up.hcommons.org/celebrate/up-week-2021/decade-of-excellence/>
- **Handsell your favorite university press titles.**