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Week 1 - 7/2	★Best of 2018 So Far★     
	Canada Day (7/1)   
	<i>Ant-Man and the Wasp</i> movie premiere (7/6) 
Week 2 - 7/9	Beach Reads: New in Romance  
	Summer Party Playlist 
	Summer Romance 
Week 3 - 7/16	San Diego Comic-Con: Eisner Award Winners announced (7/19-7/22)* 
	'80s Throwback  
	Summer Reading: 50 Books to Read in a Lifetime 
Week 4 - 7/23	<i>Teen Titans Go! To the Movies</i> premiere (7/27) 
	Best of hoopla: Young Adult  
	Learn Something New   
Week 5 - 7/30	Guilty Pleasures 
	More Book for Your Borrow: Long Listens (12 Hours or More) 
	Lollapalooza (8/2-8/5) 
	Osheaga Music and Arts Festival (8/3-8/5) 

AUGUST	Editorial Targets
Week 1 - 8/6	★Learning with STEAM★     
	Kid-Approved Comics* 
	A World of Food 
	YouTube Stars 
Week 2 - 8/13	Beach Reads: New in Mystery/Thriller  
	World Film 
	Plant-Based Living   
Week 3 - 8/20	★hoopla's Top Titles of All Time★     
	Celebrity Narrators 
	World Music 
Week 4 - 8/27	Indie Film Favourites* 
	Summer Reading: Read-Alongs 
	Quick Listens: 3 Hours or Less 
	Christian Living   

SEPTEMBER	Editorial Targets
Week 1 - 9/3	National Yoga Month*    
	Best of hoopla: Memoir & Biography   
	Biopics 
	International Literacy Day (9/8)   
	Classical Music Month 
Week 2 - 9/10	Hispanic Heritage Month*    
	Discover: Artists to Watch 
	Time Management  
	Giller Prize Longlist Announced (9/17)  
Week 3 - 9/17	Keep Kids Creative Week (9/17-9/21)   
	Best of hoopla: Musicals  
	Urban Fiction  
Week 4 - 9/24	Banned Books Week (9/23-9/29)   
	Children's Music 
	Romantic Comedy 
	Pop Montreal Music Festival (9/26-9/30) 