



2022 Calendar Bundle

2022 Annual Calendar

A helpful guide for high level annual planning, includes all U.S. Federal Holidays and the top annual consumer spending events.

Monthly Calendars

Each includes: key insights related to the top annual consumer spending events as identified by the National Retail Federation; U.S. Federal Holidays; significant religious, ethnic, and cultural holidays that represent the diversity of the U.S. population as identified by ADL; and popular hashtag holidays that provide an opportunity for a natural business tie-in on social media.

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2022 CALENDAR

Includes Federal holidays
and top consumer spending
events

Top US Consumer Spending Events

Based on total planned spending

Source: NRF and Prosper Insights & Analytics
Monthly Consumer Spending Surveys

1. Winter Holidays
2. Back to College
3. Back to School
4. Mother's Day
5. Valentine's Day
6. Easter
7. Father's Day
8. Super Bowl
9. Halloween
10. Independence Day
11. Graduation Season
12. St. Patrick's Day

 US Federal Holiday

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insights subscribe to our
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marketing calendars?

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software integrates all channels
into one universal view.

[Master Marketing Calendar](#)

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WINTER

JANUARY


 Martin Luther King, Jr. Day

Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

 New Year's Day

FEBRUARY

Superbowl LVI

 President's Day / Washington's Birthday

Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28

Valentine's Day

MARCH

Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

St. Patrick's Day

APRIL

Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

Easter

MAY


 Memorial Day

Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

Graduations >

Mother's Day

JUNE

 Juneteenth Observed

We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

Graduations >

Juneteenth

Father's Day

JULY

 4th of July / Independence Day

Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

Back to School / College >

AUGUST

Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

Back to School / College >

SUMMER


SEPTEMBER

 Labor Day

Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

Back to School / College >

OCTOBER

 Columbus Day (where recognized)

Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31


Indigenous Peoples' Day
(where recognized)

Halloween

NOVEMBER

Election Day

Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

 Veterans Day

 Thanksgiving

Small
Biz. Sat.

Winter Holidays >

DECEMBER

Kwanzaa (first day)

Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

Winter Holidays >

Hanukkah








(first day)

 Christmas Day

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WINTER

January 2022

Su	M	Tu	W	Th	F	Sa
Valentine's Day The National Retail Federation (NRF) lists Valentine's Day as the 5th largest consumer spending event of the year with top categories being: candy, greeting cards, flowers, an evening out and jewelry. Sales start ramping up slowly in January and then accelerate quickly the week before.					Dry January National Blood Donor Month National Mentoring Month	1  New Year's Day
2 Science Fiction Day	3	4  World Braille Day National Trivia Day	5 National Bird Day	6 Christmas - Armenian Orthodox Christian Epiphany - Christian	7 Christmas - Eastern Christian	8 National Bubble Bath Day
9 Guru Gobind Singh Ji's Birthday - Sikh	10 Clean Off Your Desk Day	11 Human Trafficking Awareness Day	12	13 National Sticker Day	14 Makar Sankranti - Hindu Dress Up Your Pet Day	15 National Hat Day
16 World Religion Day Tu B'Shvat - Jewish (Jan. 16 - 17)	17  Dr. Martin Luther King, Jr Day	18 Mahayana New Year - Buddhist No Name-Calling Week (Jan. 17 - 21)	19	20 Get to Know Your Customers Day	21 National Hugging Day	22
23 National Pie Day	24  International Day of Education National Compliment Day Community Manager Appreciation Day	25 Opposite Day	26	27  Holocaust Memorial Day	28 Data Privacy Day	29
30	31	February Planning: Super Bowl Planned for February 13th, 2022 The Super Bowl is the 8th largest annual consumer spending event. With roughly half of all adults planning on either hosting or attending a party, food and beverages brands are clear winners.  United States Federal Holiday  United Nations Observance				

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February 2022

Su	M	Tu	W	Th	F	Sa
Black History Month American Heart Month National Embroidery Month		1 World Interfaith Harmony Week (Feb. 1 - 7) Chinese New Year (Feb. 1 - 11) First Day of Black History Month National Freedom Day	2 Groundhog Day World Wetlands Day	3	4 International Day of Human Fraternity World Cancer Day	5 National Weatherperson's Day World Nutella Day
6 International Day of Zero Tolerance to Female Genital Mutilation	7 National Send a Card to a Friend Day	8 National Boy Scouts Day Safer Internet Day	9 National Pizza Day	10 World Pulses Day	11 International Day of Women and Girls in Science Inventors Day	12
13 World Radio Day Galentine's Day Superbowl LVI	14 Valentine's Day National Organ Donor Day	15 Nirvana Day - Buddhist Susan B Anthony Day	16	17 Random Acts of Kindness Day	18 National Battery Day	19
20 World Day of Social Justice Love Your Pet Day	21 International Mother Language Day Presidents' Day	22 National Margarita Day	23	24	25 Ayyám-i-Há or Intercalary Days - Bahá'í (Feb. 25 - March 1)	26
27 National Retro Day	28	<div> <div> Valentine's Day #5 on NRF's list, top categories of spending for Valentine's Day include candy, greeting cards, flowers, an evening out and jewelry. </div> <div> Super Bowl The Super Bowl is #8 on the National Retail Federation's (NRF) list of top consumer spending events. It is the second largest day for US food consumption, after Thanksgiving. </div> </div>				

March Planning:

St. Patrick's Day

St. Patrick's Day is celebrated annually on March 17th and comes in at #12 on the NRF's list of top spending events. It is an Irish cultural and religious celebration marked by wearing green and gathering to celebrate Irish heritage.

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United States Federal Holiday

United Nations Observance

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March 2022

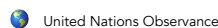
Su	M	Tu	W	Th	F	Sa
National Women's History Month Irish American Heritage Month National Craft Month		1 Zero Discrimination Day	2 National Read Across America Day	3 World Wildlife Day	4 National Employee Appreciation Day National Day of Unplugging National Grammar Day	5
6 National Dentist's Day	7 Clean Monday - Eastern Christian National Cereal Day National Be Heard Day	8 International Women's Day National Proofreading Day	9	10 National Women and Girls HIV/AIDS Awareness Day National Pack Your Lunch Day Popcorn Lovers Day	11 World Plumbing Day National Worship of Tools Day	12 National Girl Scout Day
13 Daylight Savings	14 Potato Chip Day National Napping Day Pi Day	15 World Contact Day World Consumer Rights Day	16 National Freedom of Information Day	17 St. Patrick's Day Purim - Jewish	18 Holi - Hindu Awkward Moments Day	19 Hola Mohalla - Sikh National Let's Laugh Day
20 Int'l Day of Happiness French Language Day Spring Equinox World Storytelling Day World Oral Health	21 Int'l Day for the Elimin... Int'l Day of Nowruz World Poetry Day World Down Syndr. Day Int'l Day of Forests Wk of Solid... (Mar. 21 - 27)	22 World Water Day American Diabetes Association Alert Day	23 World Meteorology Day National Puppy Day	24 World Tuberculosis Day International Day for the Right to the Truth concerning Gross Human Rights...	25 International Day of Remembrance... International Day of Solidarity... Tolkien Reading Day International Waffle Day	26 National Spinach Day Purple Day Khordad Sal - Zoroastrian Earth Hour Day
27	28	29	30 Doctor's Day National Take a Walk in the Park Day	31 Transgender Day of Visibility Cesar Chavez Day World Backup Day	St. Patrick's Day Valentine hearts transition to shamrocks as consumers prepare for St. Patrick's Day, with green clothes and décor, traditional Irish food, and of course green beer.	

April Planning:

Easter
























Celebrated by 79% of adult consumers, Easter celebrations center around holiday meals and Easter baskets and egg hunts for those with kids. Planning for the day ramps up about 3 weeks prior with spikes the weekend before and day of.

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April 2022

Su	M	Tu	W	Th	F	Sa
Easter Nearly 8 out of 10 adults celebrate Easter, and plans include gathering with family and friends for a holiday meal, going to church, and having an Easter egg hunt. Candy, food, and gifts top consumers' lists of planned purchases.				Genocide Awareness Month National Poetry Month Arab American Heritage Month	1 April Fools Day	2  World Autism Awareness Day
3 Find a Rainbow Day Ramadan - Islamic (Apr. 3 - May 2)	4  International Day for Mine Awareness and Assistance in Mine Action	5  International Day of Conscience	6  International Day of Sport for Development and National Walking Day	7  World Health Day  International Day of Reflection on the 1994 Genocide Against the Tutsi in Rwanda National Beer Day	8 Day of Silence	9
10 National Siblings Day Encourage a Young Writer Day Palm Sunday - Christian Rama Navami - Hindu	11 National Pet Day Easter Monday Tax Day	12  International Day of Human Space Flight	13	14  World Chagas Disease Day Vaisakhi - Sikh Holy Thursday - Christian	15 Good Friday - Christian	16 Passover/Pesach - Jewish Theravada New Year - Buddhist National Stress Awareness Day
17 Haiku Poetry Day Easter - Christian	18 National Columnists' Day Easter Monday Tax Day	19 Wear Your Pajamas to Work Day	20  Chinese Language Day Festival of Ridván (Apr. 20 - May 1) National Look-Alike Day	21  World Creativity and Innovation Day National High Five Day Get to Know Your Customers Day	22  International Mother Earth Day	23  World Book and Copyright Day  English Language Day  Spanish Language Day Record Store Day National Picnic Day
24  International Day of Multilateralism and Diplomacy for Peace  World Immunization Week (Apr. 24 - 30) Armenian Martyrs' Day	25  International Delegate's Day  World Malaria Day National Telephone Day	26  International Chernobyl Disaster Remembrance Day  World Intellectual Property Day Lesbian Visibility Day	27 Lailat al-Qadr - Islamic Denim Day National Administrative Professionals Day	28  World Day for Safety and Health at Work  International Girls in ICT Day Yom Hashoah - Jewish Take our Daughters and Sons to Work Day	29 International Dance Day Arbor Day	30  International Jazz Day National Adopt a Shelter Pet Day National Honesty Day

May Planning:

Mother's Day

As one of the top celebrated holidays, Mother's Day comes in at #4 on the National Retail Federation's list of top annual consumer spending events. Interest in Mother's Day gifts starts trending up mid April to a sustained peak the week before.

For more consumer insights and planning resources visit AnnumPlanning.com.



United States Federal Holiday



United Nations Observance

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May 2022

Su	M	Tu	W	Th	F	Sa
1 International Workers' Day May Day	2 World Tuna Day Eid al-Fitr - Islamic	3 World Press Freedom Day National Teacher Day World Asthma Day	4 International Firefighters' Day Star Wars Day	5 Cinco De Mayo World Password Day	6 National Nurses Day Space Day	7 Free Comic Book Day
8 Time of Remembrance and Reconciliation... UN Global Road Safety Week (May 8 - 14) Mother's Day	9 Europe Day	10 International Day of Argania	11 National Receptionist Day	12 National Limerick Day	13	14 World Migratory Bird Day
15 International Day of Families	16 Int'l Day of Living Together in Peace Vesak, The Day of the Full Moon - Buddhist Int'l Day of Light Love a Tree Day	17 World Telecommunication and Information Society Day Day Against Homophobia & Transphobia	18	19 Lag B'omer - Jewish	20 World Bee Day National Bike to Work Day Endangered Species Day	21 International Tea Day World Day for Cultural Diversity for Dialogue and Development National Memo Day
22 International Day for Biological Diversity	23 International Day to End Obstetric Fistula Declaration of the Báb - Bahá'í	24 National Scavenger Hunt Day	25 Week of Solidarity With the Peoples of Non-Self Governing Territories (May 25 - 31)	26 Vesak, The Day of the Full Moon - Buddhist Ascension Day - Christian	27 Heat Awareness Day	28 Ascension of Bahá'u'lláh - Bahá'í Hamburger Day
29 International Day of UN Peacekeepers Paperclip Day	30 Memorial Day	31 World No-Tobacco Day	Mother' Day Flowers reign supreme during the month of May as they are the most popular gift for mothers. Mother's Day arrives on May 8th in 2022 and is the 4th largest consumer spending event of the year.			
				Graduation Season 32% of consumers plan to spend on a gift for a grad in their lives and begin planning mid April. Father's Day Dads will be celebrated on June 19th with gift planning beginning early May.		

June Planning:

Dad's, Grads & the 4th of July

The month begins with a focus on grad parties and Father's Day while planning for the Independence Day ramps up.

United States Federal Holiday

United Nations Observance

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June 2022

Su	M	Tu	W	Th	F	Sa
Father's Day The NRF lists Father's Day as #7 in top consumer spending with personal care, home/gardening, and tools/appliances growing most in popularity as gifts.		Men's Health Month LGBTQ+ Pride Month	1 Global Day of Parents Global Running Day	2	3 World Bicycle Day National Donut Day National Gun Violence Awareness Day	4 International Day of Innocent Children Victims of Aggression National Cheese Day
5 World Environment Day Int'l Day for the Fight against Illegal Trafficking Shavuot - Jewish Pentecost - Christian National Cancer Survivors Day	6 Russian Language Day National Higher Education Day	7 World Food Safety Day	8 World Oceans Day National Best Friends Day	9	10	11
12 World Day Against Child Labour Anne Frank Day Loving Day Race Unity Day - Bahá'í All Saints' Day - Eastern Christian	13 International Albinism Awareness Day	14 World Blood Donor Day Flag Day	15 World Elder Abuse Awareness Day Nature Photography Day	16 International Day of Family Remittances Feast of Corpus Christi	17 World Day to Combat Desertification and Drought	18 Sustainable Gastronomy Day International Sushi Day Father's Eve
19 International Day for the Elimination of Sexual Violence in Conflict Juneteenth Father's Day National Martini Day	20 World Refugee Day	21 International Day of the Celebration of the Solstice International Yoga Day Summer Solstice World Day of Music National Selfie Day	22	23 International Widows' Day United Nations Public Service Day	24 National Take Your Dog to Work Day	25 Day of the Seafarer Global Beatles Day
26 Int'l Day Against Drug Abuse and Illicit... United Nations Int'l Day in Support of Victims... Anniversary of Legalization of Same-Sex Marriage	27 Micro-, Small and Medium-sized Enterprises Day National Sunglasses Day	28	29 International Day of the Tropics	30 International Asteroid Day International Asteroid Day World Social Media Day National Handshake Day	Graduation Season Spanning May to June, grad season is #11 on the NRF's list. Cash, cards, and gift cards are most popular gifts.	

July Planning

Back to College, Back to School, & 4th of July

BTC and BTS are #2 and #3 on the National Retail Federation's list of top consumer spending events with #1 being the Winter Holidays. Shopping begins in July or sooner. Independence Day celebrations focus on cookouts and fireworks. Planning related searches ramp up a week and a half prior.

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United States Federal Holiday











United Nations Observation

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July 2022

Su	M	Tu	W	Th	F	Sa
4th of July #10 on the National Retail Federation's (NRF's) list of top consumer spending events. Historically, related online inquiries ramp up a week and a half prior. Back to College & Back to School #2 and #3 on NRF's list. Shopping begins in July or sooner.				National Ice Cream Month	1 🌐 International Joke Day National Postal Worker Day	2 🌐 International Day of Cooperatives World UFO Day
3	4 🇺🇸 Independence Day	5	6 International Kissing Day	7 World Chocolate Day	8 National Video Game Day	9 Martyrdom of the Báb - Bahá'í Eid al-Adha - Islamic
10	11 🌐 World Population Day Cheer Up the Lonely Day	12 Malala Day	13 Ullambana - Buddhist (July 13 - 15) Dharma Day - Buddhist National French Fry Day	14 Bastille Day Shark Awareness Day	15 World Youth Skills Day Give Something Away Day	16
17 World Emoji Day National Ice Cream Day	18 Nelson Mandela International Day Predicted Amazon Prime Day (July 18 - 19)	19	20 🌐 World Chess Day National Lollipop Day	21 Get to Know Your Customers Day	22 National Hammock Day	23
24 National Tequila Day Parents' Day	25	26 Americans with Disabilities Act (ADA) Day	27	28 🌐 World Hepatitis Day	29 Talk in an Elevator	30 🌐 International Day of Friendship 🌐 World Day against Trafficking in Persons Muharram - Islamic
31	August Planning Back to College & Back to School Shopping continues through August to September with peak days occurring on Amazon Prime Day and Labor Day weekend. <div>  United States Federal Holiday  United Nations Observance </div> <div> For more consumer insights and planning resources visit AnnumPlanning.com ANNUM™ </div>					

August 2022

Su	M	Tu	W	Th	F	Sa
National Back to School Month Black Business Month National Breast Feeding Month	1  World Breastfeeding Week (Aug. 1 - 7) Respect For Parents Day National Girlfriends Day	2 National Coloring Book Day National Night Out	3 Black Women's Equal Pay Day National Watermelon Day	4	5 International Beer Day	6 National Root Beer Float Day
7 Tish'a B'Av - Jewish International Assistance Dog Week (Aug. 7 - 13) National Farmers Market Week (Aug. 7 - 13)	8 International Cat Day Ashura - Islamic	9  International Day of the World's Indigenous Peoples National Book Lovers Day	10 National Lazy Day National S'mores Day	11 National Son and Daughter Day Raksha Bandhan - Hindu	12  International Youth Day World Elephant Day	13 International Lefthanders Day
14 National Financial Awareness Day	15 National Relaxation Day	16 National Tell a Joke Day	17 National Nonprofit Day	18	19  World Humanitarian Day World Photo Day Krishna Janmashtami (also known as Jayanti) - Hindu	20 National Lemonade Day
21  International Day of Remembrance and Tribute to the Victims of Terrorism National Senior Citizens Day	22  International Day Commemorating the Victims of Acts of Violence Based on Religion or Belief	23  International Day for the Remembrance of the Slave Trade and Its Abolition Hashtag Day	24	25	26 National Women's Equality Day National Dog Day	27
28 August 28th National Red Wine Day	29  International Day Against Nuclear Tests	30  International Day of the Victims of Enforced Disappearances	31 International Day for People of African Descent Ganesh Chaturthi - Hindu	Back to College & Back to School Fall's purchase drivers come in at #2 and #3 respectively on the National Retail Federation's (NRF's) list of top annual consumer spending events. Shopping begins in July or sooner and continues through August to September with peak days occurring on Amazon Prime Day, the first weekend in August, and Labor Day weekend.		

September Planning



















Halloween

As back to class season winds down Halloween planning ramps up. 2021 saw Halloween related searches steadily increase from the 1st of September to the 31st of October.

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September 2022

Su	M	Tu	W	Th	F	Sa
Back to College & Back to School #2 and #3 on the National Retail Federation's (NRF's) list of top annual consumer spending events, back to class shopping hits its final peak on Labor Day weekend. Halloween #9 on NRF's list, Halloween planning and shopping steadily ramps up after the 1st of September.				1 National No Rhyme Nor Reason Day	2 National College Colors Day	3 U.S. Bowling League Day World Beard Day
4 National Wildlife Day World Sexual Health Day	5  Labor Day  International Day of Charity	6 National Read a Book Day	7  International Day of Clean Air for Blue Skies National Beer Lovers Day	8  International Literacy Day Native American Women's Equal Pay Day	9  International Day to Protect Education from Attack National Sudoku Day Stand Up to Cancer Day	10 World Suicide Prevention Day
11 Patriot Day National Grandparents Day National Assisted Living Week (Sept. 11 - 17)	12  United Nations Day for South-South Cooperation National Video Games Day National Day of Encouragement	13 National Celiac Disease Awareness Day	14	15  International Day of Democracy First Day of Hispanic Heritage Month (Sept. 15 - Oct. 15)	16  International Day for the Preservation of the Ozone Layer National Working Parents Day	17  World Patient Safety Day Constitution Day and Citizenship Day National Dance Day Oktoberfest (Sept. 17 - Oct. 3)
18  International Equal Pay Day Wife Appreciation Day National Day of Civic Hacking	19 Talk Like a Pirate Day	20 National Voter Registration Day	21  International Day of Peace Miniature Golf Day	22 Autumnal Equinox Car-Free Day Hobbit Day	23  International Day of Sign Languages Bi Visibility Day	24 National Hunting and Fishing Day National Public Lands Day
25 National Cooking Day	26  International Day for the Total Elimination of Nuclear Weapons European Day of Languages Rosh Hashanah - Jewish	27  World Tourism Day	28  Int'l Day for Universal Access to Information National Good Neighbor Day National Women's Health and Fitness Day World Rabies Day	29  International Day of Awareness of Food Loss and Waste World Heart Day	30  International Translation Day  World Maritime Day International Podcast Day	

October Planning

Halloween

Shopping first spikes the weekend before Halloween and then most dramatically the day of.

Winter Holidays

#1 on the National Retail Federation's (NRF's) list of top consumer spending events, the winter holidays are make it or break it time. Shopping begins in early November or sooner for 61% of consumers.

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October 2022

Su	M	Tu	W	Th	F	Sa
Halloween As decorations go up shopping gains momentum spiking the weekend before Halloween and the day of. Thanksgiving Thanksgiving is the official start of the holiday shopping season for many consumers.						1 🌐 International Day of Older Persons International Coffee Day World Vegetarian Day
2 🌐 International Day Of Non-Violence	3 🌐 World Habitat Day National Techies Day	4 World Space Week (Oct. 4 - 10) National Taco Day World Animal Day	5 🌐 World Teachers' Day Dussehra/Dassera - Hindu Yom Kippur - Jewish	6	7 Manufacturing Day World Smile Day	8 🌐 World Migratory Bird Day Mawlid al-Nabi (also known as Milad al-Nabi) - Islamic (Sunni)
9 🌐 World Post Day	10 🌐 World Mental Health Day 🇺🇸 Columbus Day (Regional Holiday) Indigenous People's Day Sukkot - Jewish (Sept. 10 - 16) World Homeless Day	11 🌐 International Day of the Girl National Coming Out	12	13 🌐 International Day for Disaster Risk Reduction Mawlid al-Nabi (also known as Milad al-Nabi) - Islamic (Shi'a)	14 National Dessert Day	15 🌐 International Day of Rural Women Pregnancy & Infant Loss Remembrance Day Global Handwashing Day
16 🌐 World Food Day National Boss's Day	17 🌐 International Day For The Eradication Of Poverty National Pasta Day Shemini Atzeret - Jewish	18 Simchat Torah - Jewish	19	20 Gur-Gaddi Guru Granth Sahib - Sikh Get to Know Your Customers Day	21 Reptile Awareness Day	22
23	24 🌐 United Nations Day 🌐 World Dev. Info Day 🌐 Disarmament Week (Oct. 24 - 30) Bandi-Chhor Diwas - Sikh Diwali - Hindu	25 Greasy Foods Day	26	27 🌐 World Day for Audiovisual Heritage	28	29
30 National Publicist Day Checklist Day	31 🌐 World Cities Day Halloween Reformation Day - Christian	October & November Planning: Winter Holidays #1 on the National Retail Federation's (NRF's) list of top consumer spending events, the winter holidays are make it or break it time. Shopping begins in early November or sooner for 61% of consumers. 🇺🇸 United States Federal Holiday 🌐 United Nations Observance				

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November 2022



















Su	M	Tu	W	Th	F	Sa
	National American Indian Heritage Month National Adoption Month Movember	1 All Saint's Day - Western Christian National Author's Day National Cook for Your Pets Day World Vegan Day	2 International Day to End Impunity for Crimes against Journalists All Souls Day	3 National Sandwich Day	4 National Candy Day	5 World Tsunami Awareness Day
6 Int'l Day for Preventing the Exploitation of the Environment in War and Armed Conflict Birth of the Báb - Bahá'í Daylight Savings	7 Birth of Bahá'u'llah - Bahá'í	8 Int'l Wk of Sci & Peace Nat'l Cappuccino Day STEM / STEAM Day Election Day Guru Nanak Dev Ji's Birthday - Sikh	9 Kristallnacht	10 World Science Day for Peace and Development	11 Veterans Day	12
13 World Kindness Day	14 World Diabetes Day American Education Week (Nov. 14 - 18)	15 America Recycles Day Clean out Your Refrigerator Day National Entrepreneurs Day	16 International Day for Tolerance	17 World Philosophy Day International Students Day	18 World Antibiotic Awareness Week (Nov. 18 - 24)	19 World Toilet Day International Men's Day
20 Africa Indust. Day World Children's Day World Day of Remembrance for Road Traffic Victims Transgender Day of Remembrance	21 World Television Day World Hello Day Latinx Women's Equal Pay Day	22	23	24 Thanksgiving Day	25 Int'l Day for the Elim. of Violence... Native American Heritage Day Day Of The Covenant - Bahá'í Black Friday National Day of Listening	26 Navaratri - Hindu (Nov. 26 - Dec. 5) National Cake Day Small Business Saturday
27 Advent - Christian (Nov. 27 - Dec. 24)	28 Cyber Monday	29 International Day of Solidarity with the Palestinian People Giving Tuesday	30 Day of Remembrance for all Victims of Chemical Warfare Computer Security Day	Winter Holidays: Thanksgiving #1 on the National Retail Federation's (NRF's) list of top consumer spending events, the winter holidays are make it or break it time. Shopping begins in early November or sooner for 61% of consumers. Thanksgiving and following days are typically a frenzy of in store & online shopping fueled by steep discounts.		

December Planning:

Winter Holidays: Hanukkah, Christmas, Kwanzaa - While it starts with bang at Thanksgiving the holiday shopping rush goes strong all through the month of December with a peak on Super Saturday, the last Saturday before Christmas. The majority of holiday consumers continue their shopping the week after Christmas to take advantage of post-holiday sales and promotions and use gift cards.

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December 2022


Su	M	Tu	W	Th	F	Sa
Winter Holidays: Hanukkah, Christmas, Kwanzaa The holiday shopping rush goes strong all through the month of December with a peak on Super Saturday, the last Saturday before Christmas.			Universal Human Rights Month Safe Toys and Gifts Month	1  World AIDS Day	2  International Day for the Abolition of Slavery	3  International Day of Persons with Disabilities
4  International Day of Banks National Cookie Day	5  International Volunteer Day for Economic and Social Development  World Soil Day	6 St. Nicholas Day Microwave Oven Day	7  International Civil Aviation Day National Cotton Candy Day	8 Bodhi Day - Buddhist National Brownie Day Pretend to Be a Time Traveler Day	9  Int' l Day of Commemoration and Dignity...  International Anti-Corruption Day National Salesperson Day	10  International Human Rights Day International Animal Rights Day Nobel Prize Day
11  International Mountain Day National App Day	12  International Day of Neutrality  Int' l Universal Health Coverage Day Gingerbread House Day Our Lady of Guadalupe - Christian	13	14	15 Bill of Rights Day Cat Herders Day National Cupcake Day	16 National Ugly Sweater Day	17 Super Saturday
18  International Migrants Day  Arabic Language Day National Twins Day	19 Chanukah - Jewish (Dec. 19 - 26)	20  International Human Solidarity Day	21 Winter Solstice Crossword Puzzle Day	22	23 Festivus	24 Christmas Eve National Eggnog Day
25  Christmas Day	26 Kwanzaa (Dec. 26 - Jan. 1)	27  International Day of Epidemic Preparedness No Interruptions Day	28 Card Playing Day National Short Film Day	29 Wounded Knee Day	30	31 New Year's Eve

January Planning:

Shopping typically stays strong the week after Christmas and into the new year as consumers take advantage of post-holiday sales and promotions and use gift cards. With the new year thoughts turn to health and fitness, organization, goal setting, and how to spend MLK weekend.

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 United States Federal Holiday

 United Nations Observance

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