



# 2024 Calendar Bundle

## 2024 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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# 2024 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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# ANNUM

WINTER

## JANUARY


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
New Year's Day																							

 Martin Luther King, Jr. Day

## FEBRUARY

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
Valentine's Day																						

Superbowl LVIII

 President's Day / Washington's Birthday

## MARCH

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
Easter																							


St. Patrick's Day

## APRIL

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

## MAY

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
Graduation Season >																							


 Memorial Day

Mother's Day

## JUNE

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
Graduation Season >																						

Father's Day

 Juneteenth

## JULY

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
Back to School / College Season >																							

 4th of July / Independence Day

## AUGUST

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	31	
Back to School / College Season >																															


## SEPTEMBER

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
Back to School / College Season >																						

 Labor Day

## OCTOBER


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
Indigenous Peoples' Day (where recognized)																							


 Columbus Day (where recognized)

Halloween

## NOVEMBER

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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	Mo	Tu
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 Veterans Day


 Thanksgiving

Small

Winter Holidays >

Biz. Sat.

## DECEMBER

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						
Cyber Monday															 Christmas Day																					
Winter Holidays >															Hanukkah (first day)												© 2023 Annum									






 Christmas Day

Hanukkah (first day)

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WINTER

# January 2024

Su	M	Tu	W	Th	F	Sa
	1  New Year's Day	2 Science Fiction Day	3	4  World Braille Day National Trivia Day	5 Guru Gobind Singh Ji's Birthday - Sikh National Bird Day	6 Epiphany - Christian  Christmas - Armenian Orthodox Christian
7 Christmas - Eastern Christian	8 National Bubble Bath Day  Clean Off Your Desk Day	9	10	11 Human Trafficking Awareness Day	12	13 Dress Up Your Pet  National Sticker Day
14	15  Dr. Martin Luther King, Jr Day Makar Sankranti - Hindu  No Name-Calling Week (Jan 15-19)  National Hat Day	16	17	18 Get to Know Your Customers Day	19 Cheese Lovers Day	20 Cheese Lovers Day
21 World Religion Day  National Hugging Day	22 Community Manager Appreciation Day	23 National Pie Day	24  International Day of Education  National Compliment Day	25 Mahayana New Year - Buddhist  Tu BiShvat - Jewish (Jan. 24-25)  Opposite Day	26	27  Holocaust Memorial Day
28 Data Privacy Day	29	30	31	<b>Super Bowl, Feb. 11th</b>  According to the NRF, the Super Bowl is the 9th largest annual consumer spending event. With roughly half of all adults planning on either hosting or attending a party, food and beverage brands are		

**Valentine's Day, Feb. 14th**

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.

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United States Federal Holiday



United Nations Observance

**ANNUM**<sup>®</sup>

# February 2024

Su	M	Tu	W	Th	F	Sa
<b>Super Bowl, Feb. 11th</b> The Super Bowl is #9 on the National Retail Federation's (NRF's) list of top annual consumer spending events. It is the second largest day for US food consumption, after Thanksgiving.				1 🌐 World Interfaith Harmony Week (Feb 1-7) National Freedom	2 🌐 World Wetlands Day Groundhog 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 Safer Internet Day	7 National Send a Card to a Friend Day	8 National Boy Scouts Day	9 National Pizza Day	10 🌐 World Pulses Day Lunar New Year - Confucian, Daoist and Buddhist
11 🌐 International Day of Women and Girls in Science Inventors Day Superbowl LVIII	12	13 🌐 World Radio Day Galentine's Day Shrove Tuesday - Western Christian Mardi Gras - Christian	14 Valentine's Day National Organ Ash Wednesday - Western Christian	15 Susan B Anthony Day Nirvana Day - Buddhist	16	17 Random Acts of Kindness Day
18 National Battery Day	19 🇺🇸 President's Day	20 🌐 World Day of Social Justice Love Your Pet Day	21 🌐 International Mother Language Day	22 National Margarita Day	23	24 Magha Puja - Buddhist
25	26 Intercalary Days - Bahá'í (Feb. 26 - March 1)	27 National Retro Day	28 Maha Shivaratri - Hindu	29	<b>Valentine's Day, Feb. 14th</b> #5 on NRF's list, top categories of spending for Valentine's Day include candy, greeting cards, flowers, an evening out and jewelry.	

## St. Patrick's Day, March 17th

St. Patrick's Day comes in at #11 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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# March 2024

Su	M	Tu	W	Th	F	Sa
<b>St. Patrick's Day, March 17th</b> 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.					<b>1</b> 🌐 Zero Discrimination National Peanut Butter Lover's Day Nineteen Day Fast (March 1-19) - Bahá'í Nat'l Day of Unplugging Nat'l Employee Appreciation Day	<b>2</b> National Read Across America Day
<b>3</b> 🌐 World Wildlife Day	<b>4</b> National Grammar Day	<b>5</b>	<b>6</b> National Dentist's Day	<b>7</b> National Cereal Day  National Be Heard Day	<b>8</b> 🌐 International Women's Day  National Proofreading Day	<b>9</b> World Kidney Day
<b>10</b> 🌐 Daylight Savings Nat'l Pack Your Lunch Day Nat'l Women & Girls HIV/AIDS Awareness Day International Day of Women Judges	<b>11</b> World Plumbing Day National Worship of Tools Day National Napping Day Day of Silence Ramadan - Islamic (March 11- April 9)	<b>12</b> National Girl Scout Day	<b>13</b>	<b>14</b> Potato Chip Day  Pi Day Popcorn Lovers Day World Kidney Day	<b>15</b> World Contact Day  World Consumer Rights Day  World Sleep Day  Red Nose Day	<b>16</b> National Freedom of Information Day
<b>17</b> St. Patrick's Day	<b>18</b> Awkward Moments Day  Holi - Hindu  Clean Monday - Eastern Christian	<b>19</b> National Let's Laugh Day  Hola Mohalla - Sikh  Spring Equinox  National Let's Laugh Day	<b>20</b> 🌐 International Day of Happiness  🌐 French Language  World Oral Health World Storytelling Day	<b>21</b> 🌐 Int. Day for the Elimin. of Racial Discrimination 🌐🌐🌐🌐 Int. Day of Nowrúz Int. Day of Forests World Poetry Day World Down Syndr. Day Solidarity Wk Against Racism (Mar 21-27)	<b>22</b> 🌐 World Water Day	<b>23</b> 🌐 World Meteorology Day  National Puppy Day  Earth Hour Day
<b>24</b> 🌐 World Tuberculosis  Purim - Jewish  Palm Sunday - Christian 🌐 International Day for the Right to the Truth for Victims	<b>25</b> 🌐 Int. Day of Remembrance of Victims of Slavery 🌐 Int. Day of Detained & Missing Staff Tolkien Reading Day International Waffle	<b>26</b> National Spinach Day Purple Day  Khordad Sal - Zoroastrian  American Diabetes Assoc. Alert Day	<b>27</b>	<b>28</b> Holy Thursday - Christian	<b>29</b> Good Friday - Christian	<b>30</b> Doctor's Day  National Take a Walk in the Park Day
<b>31</b> Easter - Christian  Cesar Chavez Day  World Backup Day  Transgender Day of Visibility	<div><b>Easter, March 31st</b> Celebrated by 77% 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.</div> <div> United States Federal Holiday</div> <div> United Nations Observance</div> <div>Get our seasonal planning tips delivered to your inbox. <a href="#">Subscribe</a> Plan smarter with our omnichannel marketing calendar software. <a href="#">Learn More</a></div> <div><b>ANNUM</b><sup>®</sup></div>					

# April 2024

Su	M	Tu	W	Th	F	Sa
	1 April Fools Day  Easter Monday - Christian	2 World Autism Awareness Day	3 Find a Rainbow Day  National Walking Day	4 International Day for Mine Awareness and Assistance in Mine Action	5 International Day of Conscience	6 International Day of Sport for Development and Peace
7 World Health Day   International Day of Reflection on the 1994 Genocide in Rwanda  National Beer Day	8 Solar Eclipse	9	10 National Siblings' Day  Encourage a Young Writer Day  Eid al-Fitr - Islamic	11 National Pet Day	12 International Day of Human Space Flight	13
14 World Chagas Disease Day  Vaisakhi - Sikh	15 Tax Day	16 National Stress Awareness Day  Wear Your Pajamas to Work Day	17 Haiku Poetry Day  Lailat al-Qadr - Islamic Rama Navami - Hindu	18 National Columnists' Day  Get to Know Your Customers Day  Nat'l High-Five Day	19	20 Chinese Language Festival of Ridván - Bahá'í (Apr 20 - May 1)  Nat'l Look-Alike Day Husband Appreciation Day Record Store Day
21 World Creativity and Innovation Day	22 International Mother Earth Day	23 World Book and Copyright Day English Language Spanish Language Passover/Pesach - Jewish (April 23 - 30) National Picnic Day	24 Int'l Day of Multilateralism for World Immunization Week (Apr 24 - 30) Theravada New Year - Armenian Martyrs' Day Nat'l Administrative Professionals Day Denim Day	25 Int'l Delegate's Day World Malaria Day Int'l Girls in ICT Day National Telephone Day Take our Daughters and Sons to Work Day	26 Int'l Chernobyl Disaster Remem. Day World Intellectual Property Day  Lesbian Visibility Day Arbor Day	27
28 World Day for Safety and Health at Work	29 International Dance Day	30 Inter'l Jazz Day  National Adopt a Shelter Pet Day  National Honesty Day				

## Mother's Day, May 12th

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.

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# May 2024

Su	M	Tu	W	Th	F	Sa
<b>Mother' Day, May 12th</b> Flowers reign supreme during the month of May as they are the most popular gift for mothers. According to the National Retail Federation (NRF), Mother's Day is the 4th largest annual consumer spending event of the year.			1 International Worker's Day  May Day	2 🌐 World Tuna Day  World Password	3 🌐 World Press Freedom Day  Space Day	4 International Firefighter's Day  Star Wars Day
5 🌐 World Portuguese Language Day  Visakha Puja - Buddhist Cinco De Mayo	6 National Nurses Day  Free Comic Book Day  Yom Hashoah - Jewish	7 World Asthma Day  National Teacher Day	8 🌐 Remembrance and Reconciliation for Those Who Lost Their Lives During WWII (May 8-9) 🌐 Nat'l Receptionist Lag B'omer - Jewish	9 Europe Day	10 🌐 International Day of Argania  🌐 UN Global Road Safety Week (May 10-14)	11 🌐 World Migratory Bird Day
12 🌐 International Day of Plant Health  National Limerick Day  Mother's Day	13	14	15 🌐 International Day of Families	16 🌐🌐🌐 International Day of Living Together in Int'l Day of Light Global Accessibility Awareness Day  Vesak, the Day of the Full Moon - Buddhist  Love a Tree Day	17 🌐 World Telecom and Info Society Day Endangered Species Day  Nat'l Bike to Work Day  Day Against Homophobia & Transphobia	18
19 Pentecost - Christian	20 🌐 World Bee Day	21 🌐 World Day for Cultural Diversity  🌐 Int'l Tea Day  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 🌐 Wk of Solidarity With Peoples of Non-Self Gov'g Territories (May 25-31)  Ascension Day - Christian  Shavuot - Jewish
26	27 🇺🇸 Memorial Day	28 Hamburger Day	29 🌐 International Day of UN Peacekeepers  Ascension of Bahá'u'lláh - Bahá'í  Paperclip Day	30 Feast of Corpus Christi	31 🌐 World No-Tobacco Day  Heat Awareness Day	

## Grad Season

NRF surveys tell us that roughly 30% of consumers plan to spend on a gift for a grad in their lives and begin planning mid April.

## Father's Day, June 16th

According to the NRF, gift planning for dads begins early May with the most spent on special outings, clothing and gift cards.

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# June 2024

LGBTQ+ Pride Month














Men's Health Month

Su	M	Tu	W	Th	F	Sa
<b>Father's Day, June 16th</b> The National Retail Federation (NRF) lists Father's Day as #7 in top consumer spending events  <b>Graduation Season</b> Spanning May to June, grad season is #8 on the NRF's list. Cash, cards, and gift cards are most popular gifts.						<b>1</b> 🌐 Global Day of Parents
<b>2</b> National Cancer Survivors Day	<b>3</b> 🌐 World Bicycle Day	<b>4</b> 🌐 International Day of Innocent Children Victims of Aggression  National Cheese Day	<b>5</b> 🌐 World Environment Day  🌐 Intern'l Day for the Fight against Illegal Fishing  Global Running Day	<b>6</b> 🌐 Russian Language Day  National Higher Education Day	<b>7</b> 🌐 World Food Safety Day  Nat'l Gun Violence Awareness Day  National Donut Day	<b>8</b> 🌐 World Oceans Day  National Best Friends Day
<b>9</b> Race Unity Day - Bahá'í	<b>10</b>	<b>11</b>	<b>12</b> 🌐 World Day Against Child Labour  Loving Day  Anne Frank Day	<b>13</b> 🌐 International Albinism Awareness Day	<b>14</b> 🌐 World Blood Donor Day  Flag Day	<b>15</b> 🌐 World Elder Abuse Awareness Day  Nature Photography Day  Father's Eve
<b>16</b> 🌐 International Day of Family Remittances  Father's Day  Eid al-Adha - Islamic	<b>17</b> 🌐 World Day to Combat Desertification and Drought	<b>18</b> Internl Sushi Day 🌐 Sustainable Gastronomy Day 🌐 International Day for Countering Hate Speech	<b>19</b> 🇺🇸 Juneteenth  🌐 International Day for the Elimination of Sexual Violence in Conflict  National Martini Day	<b>20</b> 🌐 World Refugee Day  Summer Solstice	<b>21</b> 🌐 International Yoga 🌐 Int'l Day of the Celebration of the Solstice National Take Your Dog to Work Day World Day of Music Nat'l Selfie Day	<b>22</b>
<b>23</b> 🌐 International Widows' Day  🌐 United Nations Public Service Day	<b>24</b>	<b>25</b> Global Beatles Day  🌐 Day of the Seafarer	<b>26</b> 🌐 Int'l Day Against Drug Abuse and Illicit Trafficking  🌐 UN Int'l Day for Victims of Torture Anniversary of Legalization of Same-Sex Marriage	<b>27</b> 🌐 Micro-, Small and Medium-sized Enterprises Day  National Sunglasses Day  National Handshake Day	<b>28</b>	<b>29</b> 🌐 International Day of the Tropics
<b>30</b> 🌐 International Asteroid Day  🌐 International Day of Parliamentarism  World Social Media Day	<b>Back to College &amp; Back to School Season</b> 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.  🇺🇸 United States Federal Holiday      🌐 United Nations Observance  Get our seasonal planning tips delivered to your inbox. <a href="#">Subscribe</a> Plan smarter with our omnichannel marketing calendar software. <a href="#">Learn More</a> <b>ANNUM</b> ®					



# July 2024

National Ice Cream  
Month

Su	M	Tu	W	Th	F	Sa
	1  International Joke Day  National Postal Worker Day	2 World UFO Day	3	4  4th of July / Independence Day	5	6  International Day of Cooperatives  International Kissing Day
7 World Chocolate Day   World Kiswahili Language Day	8 National Video Game Day	9	10 Martyrdom of the Báb - Bahá'í	11  World Population Day  Cheer Up the Lonely Day	12 Malala Day	13 Ullambana - Buddhist (July 13-15)  National French Fry Day
14 Bastille Day  Shark Awareness Day	15  World Youth Skills Day  Give Something Away Day	16	17 World Emoji Day  Muharram - Islamic  Ashura - Islamic	18  Nelson Mandela International Day  Get to Know Your Customers Day	19	20  World Chess Day   International Moon Day  National Lollipop Day
21 Dharma Day - Buddhist  National Ice Cream Day	22 National Hammock Day	23	24 National Tequila Day	25  World Drowning Prevention Day	26 Americans with Disabilities Act (ADA) Day  Talk in an Elevator Day	27
28  World Hepatitis Day  Parents' Day	29	30  International Day of Friendship   World Day Against Trafficking in Persons	31	<b>4th of July</b>  #12 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 Season

According to the NRF, shopping begins in July and continues through August to September, dropping off after Labor Day.

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# August 2024

Su	M	Tu	W	Th	F	Sa
<b>Back to College &amp; Back to School Season</b> Late summer sees the malls hopping as these two 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.				1 🌐 World Breastfeeding Week (Aug. 1-7)  Respect For Parents Day  Nat'l Girlfriend's Day	2 National Coloring Book Day  International Beer Day	3 National Watermelon Day
4 Nat'l Farmers Mkt Wk (Aug. 4-10)  International Assistance Dog Week (Aug. 4-10)	5	6 National Root Beer Float Day  National Night Out	7	8 International Cat Day	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	12 🌐 International Youth Day  World Elephant Day	13 International Lefthanders Day  Tisha B'Av - Jewish	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  Raksha Bandhan - 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 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

## Halloween, October 31st

As back to class season winds down Halloween planning ramps up. Halloween comes in at #9 on the NRF's list with consumers spending the most on costumes, candy, and decorations.

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# September 2024

Baby Safety Month

National Suicide  
Prevention Month

Su	M	Tu	W	Th	F	Sa
<b>1</b> National No Rhyme Nor Reason Day  National College Colors Day  Gur-Gaddi Guru Granth Sahib - Sikh	<b>2</b> 🇺🇸 Labor Day	<b>3</b> U.S. Bowling League Day	<b>4</b> National Wildlife Day  World Sexual Health Day	<b>5</b> 🌐 International Day of Charity	<b>6</b> National Read a Book Day  Krishna Janmashtami - Hindu	<b>7</b> 🌐 International Day of Clean Air for blue skies  National Beer Lovers Day  World Beard Day
<b>8</b> 🌐 International Literacy Day  Nat'l Assisted Living Week (Sept. 8-14)  National Grandparents Day	<b>9</b> 🌐 International Day to Protect Education from Attack  National Sudoku Day	<b>10</b> World Suicide Prevention Day	<b>11</b> Patriot Day	<b>12</b> 🌐 UN Day for South- South Cooperation  National Day of Encouragement  Nat'l Day of Civic Hacking  Nat'l Video Games	<b>13</b> National Celiac Disease Awareness Day  Stand Up to Cancer Day	<b>14</b>
<b>15</b> 🌐 International Day of Democracy  National Hispanic Heritage Month (Sept. 15 - Oct. 15)  Wife Appreciation Day	<b>16</b> 🌐 Intern'l Day for the Preservation of the Ozone Layer  Nat'l Working Parents Day  Mawlid Al-Nabi - Islamic	<b>17</b> 🌐 World Patient Safety Day  Constitution Day and Citizenship Day  National Voter Registration Day	<b>18</b> 🌐 International Equal Pay Day	<b>19</b> Talk Like a Pirate Day  Ganesh Chaturthi - Hindu	<b>20</b>	<b>21</b> 🌐 International Day of Peace  Miniature Golf Day  Oktoberfest (Sept. 21 - Oct. 6)  Nat'l Dance Day
<b>22</b> Car-Free Day  Autumnal Equinox	<b>23</b> 🌐 International Day of Sign Languages  BI Visibility Day	<b>24</b>	<b>25</b> National Cooking Day  National Women's Health and Fitness Day	<b>26</b> 🌐 International Day for Total Elimination of Nuclear Weapons  🌐 World Maritime Day  European Day of Languages	<b>27</b> 🌐 World Tourism Day  Mawlid Al-Nabi - Islamic	<b>28</b> 🌐 Int'l Day for Universal Access to Info.  Nat'l Public Lands Day  Nat'l Hunting & Fishing Day  Nat'l Good Neighbor Day  World Rabies Day
<b>29</b> 🌐 International Day of Awareness of Food Loss and Waste  World Heart Day	<b>30</b> 🌐 International Translation Day  Intl Podcast Day	<b>Back to College &amp; Back to School Season</b>  #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, October 31st

Based on historical search data, shopping for Halloween costumes begins in August and steadily grows until spiking the weekend before Halloween and most dramatically the day of.

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# October 2024

Su	M	Tu	W	Th	F	Sa
<b>Halloween, October 31st</b> As decorations go up shopping gains momentum spiking the weekend before Halloween and the day of.		1 🌐 World Vegetarian Day	2	3 National Techies Day Navaratri (Oct 3-12)  Rosh Hashanah - Jewish (Oct 3-4)	4 🌐 World Space Week (October 4-10)  National Taco Day  World Smile Day Manufacturing Day World Animal Day	5 🌐 World Teacher's Day
	6	7 🌐 World Habitat Day	8	9 🌐 World Post Day	10 🌐 World Mental Health Day  World Homeless Day World Sight Day	11 🌐 International Day of the Girl  National Coming Out Day Indigenous People's Day
	12					12 Dussehra/Dassera - Hindu  Yom Kippur - Jewish
	13 🌐 International Day for Disaster Risk Reduction	14 🇺🇸 Columbus Day (regional holiday)  Solar Eclipse National Dessert Day	15 🌐 International Day of Rural Women  Pregnancy & Infant Loss Remembrance Day  Global Handwashing Day	16 🌐 World Food Day National Boss Day  International Day of Pronouns	17 🌐 Int'l Day For The Eradication Of Poverty  Get to Know Your Customers Day National Pasta Day  Sukkot - Jewish (Oct 17-23)	18
	20	21 Reptile Awareness Day	22	23	24 🌐🌐🌐 United Nations Day World Dev Info Day Disarmament Week (October 24-30) Global Media & Info Ltrcy Wk, 24-31 Shemini Atzeret - Jewish	25 Greasy Foods Day  Simchat Torah - Jewish
26						
27 🌐 World Day for Audiovisual Heritage	28	29	30 National Publicist Day  Checklist Day	31 Halloween  World Cities Day Reformation Day Bandi-Chhor Divas - Sikh	<b>Election Day, November 5th</b> The airways and internet will be overflowing with political ads and opinions as campaigning heats up for Election Day the first Tuesday in November.	

## 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. While shopping begins in October or sooner for 39% of consumers, Thanksgiving is the official start of the holiday shopping season for most.

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🌐 United Nations Observance

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# November 2024

Su	M	Tu	W	Th	F	Sa
<b>Winter Holidays</b>  #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. Thanksgiving , Black Friday, Small Business Saturday, and Cyber Monday, are typically a frenzy of in store and online shopping fueled by steep discounts.					<b>1</b> All Saint's Day - Western Christian  Nat'l Cook for Your Pets Day  Nat'l Author's Day  Diwali - Hindu World Vegan Day	<b>2</b> 🌐 International Day to End Impunity for Crimes against Journalists  All Souls Day Birth Of The Báb - Baha'i
<b>3</b> National Sandwich Day  Birth Of Bahá'u'lláh - Baha'i  Daylight Savings Ends	<b>4</b> National Candy Day	<b>5</b> 🌐 World Tsunami Awareness Day  Election Day	<b>6</b> 🌐 International Day for Preventing the Exploitation of the Environment in War and Armed Conflict  National Stress Awareness Day	<b>7</b>	<b>8</b> STEM / STEAM Day  National Cappucino Day	<b>9</b> Kristallnacht (Nov 9-10)  🌐 International Week of Science and Peace (Nov. 9 - 15)
<b>10</b> 🌐 World Science Day for Peace and Development	<b>11</b> 🇺🇸 Veterans Day	<b>12</b>	<b>13</b> World Kindness Day  American Education Week (Nov 13-17)	<b>14</b> 🌐 World Diabetes Day	<b>15</b> America Recycles  Clean out Your Refridgerator Day  Guru Nanak Dev Ji's Birthday - Sikh	<b>16</b> 🌐 International Day for Tolerance
<b>17</b> International Students Day  🌐 World Day of Remembrance for Road Traffic Victims	<b>18</b> 🌐 World Antibiotic Awareness Week (Nov 18-24)  🌐 World Day for the Prevention of and Healing from Child Sexual Exploitation, Abuse and Violence	<b>19</b> 🌐 World Toilet Day  National Entrepreneurs Day  International Men's Day	<b>20</b> 🌐 African Industrialization  🌐 World Children's Day Transgender Day of Remembrance	<b>21</b> 🌐 World Television Day  🌐 World Philosophy  World Hello Day	<b>22</b>	<b>23</b>
<b>24</b> Black Friday  Native American Heritage Day	<b>25</b> 🌐 International Day for the Elimination of Violence Against Women	<b>26</b> National Cake Day  Day Of The Covenant - Bahá'í	<b>27</b>	<b>28</b> 🇺🇸 Thanksgiving Day	<b>29</b> 🌐 Int'l Day of Solidarity with Palestinian People  Black Friday  National Day of Listening Native American Heritage Day	<b>30</b> 🌐 Day of Remembrance for all Victims of Chemical Warfare  Computer Security Day  Small Business Saturday

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# December 2024

Su	M	Tu	W	Th	F	Sa
1 🌐 World AIDS Day  Advent - Christian (Dec 1-24)	2 🌐 International Day for the Abolition of Slavery  Cyber Monday	3 🌐 International Day of Persons with Disabilities  Giving Tuesday	4 🌐 International Day of Banks  National Cookie Day	5 🌐 International Volunteer Day for Economic and Social Development  🌐 World Soil Day	6 St. Nicholas Day - Christian  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 🌐 International Day of Commemoration and Dignity of the Victims of the Crime of Genocide and of Prevention 🌐 International Anti- Corruption Day	10 🌐 International Human Rights Day  Nobel Prize Day  International Animal Rights Day	11 🌐 International Mountain Day  National App Day	12 🌐 Int'l Day of 🌐 Int'l Universal Health Coverage Gingerbread House Day Our Lady of Guadalupe	13 National Salesperson Day	14
15 Bill of Rights Day  National Cupcake Day  Cat Herders Day	16	17	18 🌐 Intl Migrants Day  🌐 Arabic Language Day  National Twins Day	19 National Re-Gifting Day	20 🌐 International Human Solidarity  National Ugly Sweater Day	21 Winter Solstice  Crossword Puzzle Day
22	23 Festivus	24 Christmas Eve  National Eggnog Day	25 🇺🇸 Christmas Day  Hanukkah - Jewish (Dec. 25-Jan 2)	26 Kwanzaa (Dec 26 - Jan 1)	27 🌐 International Day of Epidemic Preparedness	28 Card Playing Day  National Short Film Day
29 Wounded Knee Day	30	31 New Year's Eve  No Interruptions Day	<b>Winter Holidays</b>  The winter holiday shopping season is the top annual consumer spending event of the year, according to the National Retail Federation (NRF). The shopping rush goes strong all through the month of December until it peaks on the last Saturday before Christmas Day.			

**Post Holiday Shopping**

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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