

August 2023

Su	M	Tu	W	Th	F	Sa
Back to College & School come in at #2 and #3 on the National Retail Federation'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 National Night Out National Girlfriends Day	2 National Coloring Book Day	3 Raksha Bandhan National Watermelon Day	4	5
6 National Root Beer Float Day International Assistance Dog Week (Aug. 6-12) Natl Farmers Mrkt Wk (Aug. 6-12)	7 International Beer Day	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	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
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 Raksha Bandhan - Hindu	31 International Day for People of African Descent		

September Planning

Halloween

As back to class season winds down Halloween planning ramps up. 2021 saw Halloween related searches steadily increase from the 15th of August to the 31st of October.

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