

# August 2020

National Back to School Month

Black Business Month

Su	M	Tu	W	Th	F	Sa
<p><b>Back to College &amp; Back to School</b>            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. Amazon Prime Day occurred on July 15th in 2019. By end of June it had yet to be announced for 2020.</p>					National Wellness Month  National Immunization Awareness Month  National Breast Feeding Month	1 World Breastfeeding Week (Aug. 1-7)  Respect For Parents Day  National Girlfriends Day
2 International Assistance Dog Week (Aug. 2-8)  National Farmer's Market Week (Aug. 2-8)  National Coloring Book Day	3 Raksha Bandhan  National Watermelon Day	4 National Night Out (Due to COVID-19, NNO strongly recommends celebrating Oct. 6)	5	6 National Root Beer Float Day	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  Krishna Janmashtami  World Elephant Day	13 Black Women's Equal Pay Day  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 Muharram	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  Ganesh Chaturthi
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  Ashura  Record Store Day
30 International Day of the Victims of Enforced Disappearances	31	<p><b>September Planning</b>  <b>Halloween</b>            As back to class season winds down Halloween planning ramps up. 2019 saw Halloween related searches steadily increase from the 1st of September to the 31st of October.</p> <p>For more consumer insights and planning resources visit <a href="https://www.annumplanning.com">AnnumPlanning.com</a></p> <p> United Nations Observance</p> <p><b>ANNUM</b><sup>TM</sup></p>				