

September 2020

Su	M	Tu	W	Th	F	Sa
Baby Safety Month National Suicide Prevention Month		1 National No Rhyme Nor Reason Day	2	3	4 World Sexual Health Day National College Colors Day	5 International Day of Charity
6 National Read a Book Day	7 Labor Day International Day of Clean Air for blue skies National Beer Lovers Day	8 International Literacy Day	9 International Day to Protect Education from Attack National Sudoku Day	10 World Suicide Prevention Day	11 Patriot Day	12 United Nations Day for South-South Cooperation National Day of Encouragement National Video Games Day
13 National Grandparents Day National Celiac Disease Awareness Day Nat'l Assisted Living Week (Sept. 15-19)	14	15 International Day of Democracy National 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	18 International Equal Pay Day Rosh Hashanah (Sept. 19 - 20)	19 Octoberfest (Sept. 19 - Oct. 14) National Dance Day Talk Like a Pirate Day
20 Wife Appreciation Day	21 International Day of Peace Miniature Golf Day Civic Day of Hacking	22 Autumnal Equinox National Voter Registration Day Car-Free Day	23 International Day of Sign Languages BI Visibility Day National Women's Health and Fitness Day	24 World Maritime Day National Cooking Day	25	26 International Day for Total Elimination of Nuclear Weapons National Public Lands Day National Hunting and Fishing Day
27 World Tourism Day	28 International Day for Universal Access to Information Yom Kippur National Good Neighbor Day	29 International Day of Awareness of Food Loss and Waste National Coffee Day	30 International Translation Day International Podcast Day	<p>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.</p> <p>Halloween #10 on NRF's list, Halloween planning and shopping steadily ramps up after the 1st of September.</p>		

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 October or sooner for 35% of consumers.

For more consumer insights and planning resources visit

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United States Federal Holiday

United Nations Observance

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