

October 2020

Su	M	Tu	W	Th	F	Sa
Halloween As decorations go up shopping gains momentum spiking the weekend before Halloween and the day of.			Breast Cancer Awareness Month National Bullying Prevention Month National Disability Employment Awareness Month	1 International Day of Older Persons International Coffee Day World Vegetarian Day	2 International Day Of Non-Violence World Smile Day Manufacturing Day	3 Sukkot (October 3-9) National Techies
Election Day - November 3 The airways and internet will be overflowing with political ads and opinions as campaigning heats up for Election Day the first Tuesday in November.						
4 World Space Week (October 4-10) National Taco Day	5 World Teacher's Day World Habitat Day	6	7	8	9 World Post Day	10 World Mental Health Day World Migratory Bird Day Shemini Atseret
11 International Day of the Girl National Coming Out Day Simchat Torah	12 Columbus Day (Regional Holiday) Indigenous People's Day	13 International Day for Disaster Risk Reduction National Dessert Amazon Prime Day (October 13 - 14)	14	15 International Day of Rural Women Pregnancy & Infant Loss Remembrance Day Global Handwashing Day	16 World Food Day National Boss Day	17 International Day For The Eradication Of Poverty Navaratri (October 17-25) National Pasta Day
18 Birth Of The Báb	19 Birth Of Bahá'u'lláh	20 World Statistics Day Gur-Gaddi Guru Granth Sahib	21 Reptile Awareness Day	22	23	24 United Nations Day World Development Information Day Disarmament Week (October 24-30)
25 Dasara/Dussehra Greasy Foods Day	26	27 World Day for Audiovisual Heritage	28	29 Mawlid al-Nabi	30 National Publicist Day Checklist Day	31 World Cities Day Halloween Reformation Day

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 October or sooner for 39% of consumers.

Thanksgiving

Thanksgiving is the official start of the holiday shopping season for many consumers.

United States Federal Holiday

United Nations Observance

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

ANNUMTM