









# January 2021

| Su   | M  | Tu  | W  | Th  | F   | Sa                       |
|--|--|---|--|---|---|--------------------------|
| <b>Valentine's Day</b><br>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. |  |   |  | Dry January<br><br>National Blood Donor Month<br><br>National Mentoring Month | 1 <br>New Year's Day | 2<br>Science Fiction Day |
| 3  | 4 <br>World Braille Day<br><br>National Trivia Day  | 5<br>Guru Gobind Singh Ji's Birthday<br><br>National Bird Day | 6<br>Epiphany<br><br>Christmas - Armenian Orthodox Christian   | 7<br>Christmas - Eastern Christian  | 8<br>National Bubble Bath Day   | 9                        |
| 10<br>Mahayana New Year (Jan 10-12)  | 11<br>Human Trafficking Awareness Day<br><br>Clean Off Your Desk Day   | 12  | 13<br>National Sticker Day   | 14<br>Dress Up Your Pet Day<br><br>Makar Sankranti                            | 15<br>National Hat Day  | 16                       |
| 17<br>World Religion Day   | 18 <br>Dr. Martin Luther King, Jr Day<br><br>No Name-Calling Week (Jan 18-21)   | 19  | 20<br>Cheese Lovers Day  | 21<br>Get to Know Your Customers Day<br><br>National Hugging Day              | 22  | 23<br>National Pie Day   |
| 24 <br>International Day of Education<br><br>National Compliment Day  | 25<br>Community Manager Appreciation Day<br><br>Opposite Day   | 26  | 27 <br>Holocaust Memorial Day | 28<br>Data Privacy Day<br><br>Mahayana New Year<br><br>Tu BiShvat             | 29  | 30                       |
| 31   | <p><b>February Planning:</b></p> <p><b>Super Bowl</b><br/>           Planned for February 7th, 2021 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 beverages brands are clear winners.</p> <p style="text-align: center;">  United States Federal Holiday           <span style="margin-left: 100px;"> United Nations Observance</span> </p> <p style="text-align: right;">           For more consumer insights and planning resources visit <a href="https://AnnumPlanning.com">AnnumPlanning.com</a><br/>  </p> |   |  |   |   |                          |