

National Breast  
Feeding Month  
National  
Immunization  
Awareness Month

# August 2021

National Back to  
School Month  
Black Business Month  
Nat'l Wellness Month

Su	M	Tu	W	Th	F	Sa
<b>1</b> 🌐 World Breastfeeding Week (Aug. 1-7) International Assistance Dog Week (Aug. 1-7) Nat'l Farmers Market Week (Aug. 1-7) Respect For Parents Day Nat'l Girlfriends Day	<b>2</b> National Coloring Book Day	<b>3</b> Black Women's Equal Pay Day National Watermelon Day National Night Out	<b>4</b>	<b>5</b>	<b>6</b> National Root Beer Float Day International Beer Day	<b>7</b>
<b>8</b> International Cat Day	<b>9</b> 🌐 International Day of the World's Indigenous Peoples Muharram - Islamic National Book Lovers Day	<b>10</b> National Lazy Day National S'mores Day	<b>11</b> National Son and Daughter Day	<b>12</b> 🌐 International Youth Day World Elephant Day	<b>13</b> International Left-handers Day	<b>14</b> National Financial Awareness Day
<b>15</b> National Relaxation Day	<b>16</b> National Tell a Joke Day	<b>17</b> National Nonprofit Day	<b>18</b> Ashura - Islamic	<b>19</b> 🌐 World Humanitarian Day World Photo Day	<b>20</b> National Lemonade Day	<b>21</b> 🌐 International Day of Remembrance and Tribute to the Victims of Terrorism National Senior Citizens Day
<b>22</b> 🌐 International Day Commemorating the Victims of Acts of Violence Based on Religion or Belief Raksha Bandhan - Hindu	<b>23</b> 🌐 International Day for the Remembrance of the Slave Trade and Its Abolition Hashtag Day	<b>24</b>	<b>25</b>	<b>26</b> National Women's Equality Day National Dog Day	<b>27</b>	<b>28</b> August 28th National Red Wine Day
<b>29</b> 🌐 International Day Against Nuclear Tests	<b>30</b> 🌐 International Day of the Victims of Enforced Disappearances Krishna Janmashtami - Hindu	<b>31</b> International Day for People of African Descent	<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 October 13th in 2020. The date has yet to be announced for 2021.			

## September Planning

### Halloween

As back to class season winds down Halloween planning ramps up. 2020 saw Halloween related searches steadily increase from the 1st of September to the 31st of October.

 United Nations Observance

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