








# January 2022

Su	M	Tu	W	Th	F	Sa
<p><b>Valentine's Day</b></p> <p>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.</p>					<p>Dry January</p> <p>National Blood Donor Month</p> <p>National Mentoring Month</p>	<p>1 </p> <p>New Year's Day</p>
<p>2</p> <p>Science Fiction Day</p>	<p>3</p>	<p>4 </p> <p>World Braille Day</p> <p>National Trivia Day</p>	<p>5</p> <p>National Bird Day</p>	<p>6</p> <p>Christmas - Armenian Orthodox Christian</p> <p>Epiphany - Christian</p>	<p>7</p> <p>Christmas - Eastern Christian</p>	<p>8</p> <p>National Bubble Bath Day</p>
<p>9</p> <p>Guru Gobind Singh Ji's Birthday - Sikh</p>	<p>10</p> <p>Clean Off Your Desk Day</p>	<p>11</p> <p>Human Trafficking Awareness Day</p>	<p>12</p>	<p>13</p> <p>National Sticker Day</p>	<p>14</p> <p>Makar Sankranti - Hindu</p> <p>Dress Up Your Pet Day</p>	<p>15</p> <p>National Hat Day</p>
<p>16</p> <p>World Religion Day</p> <p>Tu B'Shvat - Jewish (Jan. 16 - 17)</p>	<p>17 </p> <p>Dr. Martin Luther King, Jr Day</p>	<p>18</p> <p>Mahayana New Year - Buddhist</p> <p>No Name-Calling Week (Jan. 17 - 21)</p>	<p>19</p>	<p>20</p> <p>Get to Know Your Customers Day</p>	<p>21</p> <p>National Hugging Day</p>	<p>22</p>
<p>23</p> <p>National Pie Day</p>	<p>24 </p> <p>International Day of Education</p> <p>National Compliment Day</p> <p>Community Manager Appreciation Day</p>	<p>25</p> <p>Opposite Day</p>	<p>26</p>	<p>27 </p> <p>Holocaust Memorial Day</p>	<p>28</p> <p>Data Privacy Day</p>	<p>29</p>
<p>30</p>	<p>31</p>	<p><b>February Planning:</b></p> <p><b>Super Bowl</b></p> <p>Planned for February 13th, 2022 The Super Bowl is the 8th 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> United States Federal Holiday</p> <p> United Nations Observance</p> <p>For more consumer insights and planning resources visit <a href="https://AnnumPlanning.com">AnnumPlanning.com</a></p> <p><b>ANNUM™</b></p>				