









August 2022

Su	M	Tu	W	Th	F	Sa
<p>National Back to School Month</p> <p>Black Business Month</p> <p>National Breast Feeding Month</p>	<p>1  World Breastfeeding Week (Aug. 1 - 7)</p> <p>Respect For Parents Day</p> <p>National Girlfriends Day</p>	<p>2 National Coloring Book Day</p> <p>National Night Out</p>	<p>3 Black Women's Equal Pay Day</p> <p>National Watermelon Day</p>	<p>4</p>	<p>5 International Beer Day</p>	<p>6 National Root Beer Float Day</p>
<p>7 Tish'a B'Av - Jewish</p> <p>International Assistance Dog Week (Aug. 7 - 13)</p> <p>National Farmers Market Week (Aug. 7 - 13)</p>	<p>8 International Cat Day</p> <p>Ashura - Islamic</p>	<p>9  International Day of the World's Indigenous Peoples</p> <p>National Book Lovers Day</p>	<p>10 National Lazy Day</p> <p>National S'mores Day</p>	<p>11 National Son and Daughter Day</p> <p>Raksha Bandhan - Hindu</p>	<p>12  International Youth Day</p> <p>World Elephant Day</p>	<p>13 International Lefthanders Day</p>
<p>14 National Financial Awareness Day</p>	<p>15 National Relaxation Day</p>	<p>16 National Tell a Joke Day</p>	<p>17 National Nonprofit Day</p>	<p>18</p>	<p>19  World Humanitarian Day</p> <p>World Photo Day</p> <p>Krishna Janmashtami (also known as Jayanti) - Hindu</p>	<p>20 National Lemonade Day</p>
<p>21  International Day of Remembrance and Tribute to the Victims of Terrorism</p> <p>National Senior Citizens Day</p>	<p>22  International Day Commemorating the Victims of Acts of Violence Based on Religion or Belief</p>	<p>23  International Day for the Remembrance of the Slave Trade and Its Abolition</p> <p>Hashtag Day</p>	<p>24</p>	<p>25</p>	<p>26 National Women's Equality Day</p> <p>National Dog Day</p>	<p>27</p>
<p>28 August 28th</p> <p>National Red Wine Day</p>	<p>29  International Day Against Nuclear Tests</p>	<p>30  International Day of the Victims of Enforced Disappearances</p>	<p>31 International Day for People of African Descent</p> <p>Ganesh Chaturthi - Hindu</p>	<p>Back to College & Back to School</p> <p>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.</p>		

September Planning

Halloween

As back to class season winds down Halloween planning ramps up. 2021 saw Halloween related searches steadily increase from the 1st of September to the 31st of October.

For more consumer insights and planning resources visit

[AnnumPlanning.com](https://www.annumplanning.com)