







# January 2023

Su	M	Tu	W	Th	F	Sa
1  New Year's Day	2  New Year's Day Observed  Science Fiction Day	3	4  World Braille Day  National Trivia Day	5 National Bird Day	6 Epiphany  Christmas - Armenian Orthodox Christian	7 Christmas - Eastern Christian  Mahayana New Year - Buddhist
8 National Bubble Bath Day	9 Guru Gobind Singh Ji's Birthday - Sikh  Clean Off Your Desk Day	10 Mahayana New Year (Jan 10-12)	11 Human Trafficking Awareness Day	12	13 National Sticker Day	14 Dress Up Your Pet Day  Makar Sankranti - Hindu
15 National Hat Day	16  Dr. Martin Luther King, Jr Day  World Religion Day  Tu BiShvat - Jewish (Jan. 16-17)  No Name-Calling Week (Jan 16-20)	17	18	19 Get to Know Your Customers Day	20 Cheese Lovers Day	21 National Hugging Day
22	23 National Pie Day  Community Manager Appreciation Day	24  International Day of Education  National Compliment Day	25 Opposite Day	26	27  Holocaust Memorial Day	28 Data Privacy Day
29	30	31	<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>			

## February Planning:

### Super Bowl

Planned for February 12th, 2023 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.


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**ANNUM**

 United States Federal Holiday

 United Nations Observance