


# July 2023

National Ice Cream Month

Su	M	Tu	W	Th	F	Sa
<p><b>4th of July</b> #12 on the National Retail Federation's (NRF's) list of top consumer spending events. Historically, related online inquiries ramp up a week and a half prior.</p> <p><b>Back to College &amp; Back to School</b> #2 and #3 on NRF's list. Shopping begins in July or sooner.</p>						<p><b>1</b> International Joke Day</p> <p>National Postal Worker Day</p> <p> International Day of Cooperatives</p>
<p><b>2</b> World UFO Day</p>	<p><b>3</b> Dharma Day - Buddhist</p>	<p><b>4</b>  4th of July / Independence Day</p>	<p><b>5</b></p>	<p><b>6</b> International Kissing Day</p>	<p><b>7</b> World Chocolate Day</p>	<p><b>8</b> National Video Game Day</p>
<p><b>9</b></p>	<p><b>10</b> Martyrdom of the Báb - Bahá'í</p>	<p><b>11</b>  World Population Day</p> <p>Cheer Up the Lonely Day</p>	<p><b>12</b> Malala Day</p>	<p><b>13</b> Ullambana - Buddhist (July 13-15)</p> <p>National French Fry Day</p>	<p><b>14</b> Bastille Day</p> <p>Shark Awareness Day</p>	<p><b>15</b> Get to Know Your Customers Day</p> <p>World Youth Skills Day</p> <p>Give Something Away Day</p>
<p><b>16</b> National Ice Cream Day</p>	<p><b>17</b> World Emoji Day</p>	<p><b>18</b> Nelson Mandela International Day</p>	<p><b>19</b> Muharram - Islamic (July 19- Aug 16)</p>	<p><b>20</b>  World Chess Day</p> <p>Eid al-Adha - Buddhist</p> <p>National Lollipop Day</p> <p>Get to Know Your Customers Day</p>	<p><b>21</b></p>	<p><b>22</b> National Hammock Day</p>
<p><b>23</b> Parents' Day</p>	<p><b>24</b> National Tequila Day</p>	<p><b>25</b></p>	<p><b>26</b> Americans with Disabilities Act (ADA) Day</p>	<p><b>27</b> Tisha B'Av - Jewish</p>	<p><b>28</b>  World Hepatitis Day</p> <p>Talk in the Elevator Day</p> <p>Ashura - Islamic</p>	<p><b>29</b></p>
<p><b>30</b>  International Day of Friendship</p> <p> World Day Against Trafficking in Persons</p>	<p><b>31</b></p>	<p><b>August Planning</b></p> <p><b>Back to College &amp; Back to School</b> Shopping continues through August to September, dropping off after Labor Day.</p> <p> United States Federal Holiday  United Nations Observance</p>				<p>Get our seasonal planning tips delivered to your inbox. <a href="#">Subscribe</a></p> <p>Plan smarter with our omnichannel marketing calendar software. <a href="#">Learn More</a></p> <p><b>ANNUM</b></p>