


# March 2023

Su	M	Tu	W	Th	F	Sa
<b>St. Patrick's Day</b> Valentine hearts transition to shamrocks as consumers prepare for St. Patrick's Day, with green clothes and décor, traditional Irish food, and of course green beer.			1 🌐 Zero Discrimination Day  National Peanut Butter Lover's Day	2 National Read Across America Day  Nineteen-Day Fast (Mar 2-20)	3 🌐 World Wildlife Day  National Employee Appreciation Day  National Day of Unplugging	4 National Grammar Day
5	6 National Dentist's Day  Purim - Jewish	7 National Cereal Day  National Be Heard Day	8 🌐 International Women's Day  National Proofreading Day	9 Popcorn Lovers Day  World Kidney Day	10 National Pack Your Lunch Day  National Women and Girls HIV/AIDS Awareness Day	11 World Plumbing Day  National Worship of Tools Day
12 National Girl Scout Day  Daylight Savings	13 National Napping Day	14 Potato Chip Day  Pi Day	15 World Contact Day  World Consumer Rights Day  Red Nose Day	16 National Freedom of Information Day	17 St. Patrick's Day  World Sleep Day	18 Awkward Moments Day  Holi - Hindu
19 National Let's Laugh Day  Hola Mohalla - Sikh	20 🌐 International Day of Happiness 🌐 French Language Day World Oral Health Day Spring Equinox World Storytelling Day	21 🌐 Int. Day for the Elimin. of Racial Discrimination 🌐🌐🌐🌐 Int. Day of Nowruz Int. Day of Forests World Poetry Day World Down Syndr. Day Week of Solidarity Against Racism (Mar 21-27)	22 🌐 World Water Day	23 🌐 World Meteorology Day  National Puppy Day  Ramadan - Islamic (Mar 23 - Apr. 21)	24 🌐 World Tuberculosis Day  🌐 International Day for the Right to the Truth...	25 🌐 Int. Day of Victims of Slavery... 🌐 Int. Day of Detained & Missing Staff Tolkien Reading Day International Waffle Day Earth Hour Day
26 National Spinach Day  Purple Day  Khordad Sal - Zoroastrian	27 Earth Hour Day	28 Palm Sunday Khordad Sal Magha Puja  Passover (Mar 28 - Apr 4)  American Diabetes Assoc. Alert Day	29	30 Doctor's Day  National Take a Walk in the Park Day  Rama Navami - Hindu	31 Transgender Day of Visibility  Cesar Chavez Day  World Backup Day	

## April Planning:

### Easter

Celebrated by 77% of adult consumers, Easter celebrations center around holiday meals and Easter baskets and egg hunts for those with kids. Planning for the day ramps up about 3 weeks prior with spikes the weekend before and day of.

 United States Federal Holiday

 United Nations Observance

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