

# August 2024

Su	M	Tu	W	Th	F	Sa
<b>Back to College &amp; Back to School Season</b> Late summer sees the malls hopping as these two 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.				1 🌐 World Breastfeeding Week (Aug. 1-7)  Respect For Parents Day  Nat'l Girlfriend's Day	2 National Coloring Book Day  International Beer Day	3 National Watermelon Day
4 Nat'l Farmers Mkt Wk (Aug. 4-10)  International Assistance Dog Week (Aug. 4-10)	5	6 National Root Beer Float Day  National Night Out	7	8 International Cat Day	9 🌐 International Day of the World's Indigenous Peoples  National Book Lovers Day	10 National Lazy Day  National S'mores Day
11 National Son and Daughter Day	12 🌐 International Youth Day  World Elephant Day	13 International Lefthanders Day  Tisha B'Av - Jewish	14 National Financial Awareness Day	15 National Relaxation Day	16 National Tell a Joke Day	17 National Nonprofit Day
18	19 🌐 World Humanitarian Day  World Photo Day  Raksha Bandhan - Hindu	20 National Lemonade Day	21 🌐 International Day of Remembrance and Tribute to the Victims of Terrorism  National Senior Citizens Day	22 🌐 International Day Commemorating the Victims of Acts of Violence Based on Religion or Belief	23 🌐 International Day for the Remembrance of the Slave Trade and Its Abolition  Hashtag Day	24
25	26 National Women's Equality Day  National Dog Day	27	28 National Red Wine Day	29 🌐 International Day Against Nuclear Tests	30 🌐 International Day of the Victims of Enforced Disappearances	31 🌐 International Day for People of African Descent

## Halloween, October 31st

As back to class season winds down Halloween planning ramps up. Halloween comes in at #9 on the NRF's list with consumers spending the most on costumes, candy, and decorations.

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