



Natl Wellness Month
Natl Immunization
Awareness Month
National Breast
Feeding Month

National Back to
School Month

Black Business
Month

August 2025

| Su | M | Tu | W | Th | F | Sa |
|---|--|---|-------------------------------------|--|---|---|
| Back to College & Back to School Season 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 Respect For Parents Day Nat'l Girlfriend's Day Internat'l Beer Day | 2 National Coloring Book Day Tisha B'Av - Jewish |
| 3 National Watermelon Day International Assistance Dog Week (Aug. 3-9) Nat'l Farmers Mkt Wk (Aug. 3-9) | 4 | 5 National Night Out | 6 National Root Beer Float Day | 7 Raksha Bandhan - Hindu | 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 | 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 | 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 | <div> 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. </div> <div> Get our seasonal planning tips delivered to your inbox. Subscribe Plan smarter with our omnichannel marketing calendar software. Learn More </div> <div>  United States Federal Holiday  United Nations Observance </div> | | | | | |

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