



# 2023 Calendar Bundle

## 2023 Annual Calendar

A helpful guide for high level annual planning, includes all U.S. Federal Holidays and the top annual consumer spending events.

## Monthly Calendars

Each includes: key insights related to the top annual consumer spending events as identified by the National Retail Federation; U.S. Federal Holidays; significant religious, ethnic, and cultural holidays that represent the diversity of the U.S. population as identified by ADL; and popular hashtag holidays that provide an opportunity for a natural business tie-in on social media.

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# 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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# February 2023

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<p><b>Super Bowl</b> The Super Bowl is #9 on the National Retail Federation's (NRF) list of top consumer spending events. It is the second largest day for US food consumption, after Thanksgiving.</p>			<p>1 🌐 World Interfaith Harmony Week (Feb 1-7)  Chinese New Year (Feb. 1-11)  National Freedom Day</p>	<p>2 Groundhog Day  World Wetlands Day</p>	<p>3</p>	<p>4 🌐 International Day of Human Fraternity  World Cancer Day</p>
<p>5 National Weatherperson's Day  World Nutella Day</p>	<p>6 🌐 International Day of Zero Tolerance to Female Genital Mutilation</p>	<p>7 Safer Internet Day  National Send a Card to a Friend Day</p>	<p>8 National Boy Scouts Day</p>	<p>9 National Pizza Day</p>	<p>10 🌐 World Pulses Day</p>	<p>11 🌐 International Day of Women and Girls in Science  Inventors Day</p>
<p>12 Superbowl LVII</p>	<p>13 🌐 World Radio Day  Galentine's Day  Superbowl LVI</p>	<p>14 Valentine's Day  National Organ</p>	<p>15 Susan B Anthony Day  Nirvana Day - Buddhist</p>	<p>16 Magha Puja - Buddhist</p>	<p>17 Random Acts of Kindness Day</p>	<p>18 National Battery Day</p>
<p>19</p>	<p>20 🇺🇸 President's Day  🌐 World Day of Social Justice  Love Your Pet Day</p>	<p>21 🌐 International Mother Language Day  Shrove Tuesday - Western Christian  Mardi Gras - Christian</p>	<p>22 National Margarita Day  Ash Wednesday - Western Christian</p>	<p>23</p>	<p>24</p>	<p>25</p>
<p>26 Intercalary Days - Bahá'í (Feb. 26 - March 1)</p>	<p>27 National Retro Day  Clean Monday - Eastern Christian</p>	<p>28 Maha Shivaratri - Hindu</p>	<p><b>Valentine's Day</b> #5 on NRF's list, top categories of spending for Valentine's Day include candy, greeting cards, flowers, an evening out and jewelry.</p>			

## March Planning:

### St. Patrick's Day

St. Patrick's Day is celebrated annually on March 17th and comes in at #11 on the NRF's list of top spending events. It is an Irish cultural and religious celebration marked by wearing green and gathering to celebrate Irish heritage.

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# March 2023

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<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.

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# April 2023

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<p><b>Easter</b> Nearly 4 out of 5 adults celebrate Easter and plans include gathering with family and friends for a holiday meal, going to church and having an Easter egg hunt. Candy, food and gifts top consumer's lists of planned purchases.</p>						<p><b>1</b> April Fools Day</p>
<p><b>2</b> 🌐 World Autism Awareness Day  Palm Sunday - Christian</p>	<p><b>3</b> Find a Rainbow Day</p>	<p><b>4</b> 🌐 International Day for Mine Awareness and Assistance in Mine Action</p>	<p><b>5</b> 🌐 International Day of Conscience  National Walking Day Passover/Pesach - Jewish</p>	<p><b>6</b> 🌐 International Day of Sport for Development and Peace  Holy Thursday - Christian  Theravada New Year - Buddhist</p>	<p><b>7</b> 🌐 World Health Day  International Day of Reflection on the 1994 Genocide in Rwanda Good Friday - Christian National Beer Day</p>	<p><b>8</b></p>
<p><b>9</b> Easter - Christian</p>	<p><b>10</b> National Siblings' Day Encourage a Young Writer Day  Easter Monday - Christian</p>	<p><b>11</b> National Pet Day</p>	<p><b>12</b> 🌐 International Day of Human Space Flight</p>	<p><b>13</b> Ramadan (Apr 13 - May 13)</p>	<p><b>14</b> 🌐 World Chagas Disease Day  Vaisakhi - Sikh  Day of Silence</p>	<p><b>15</b> Tax Day  Husband Appreciation Day  Record Store Day</p>
<p><b>16</b> National Stress Awareness Day  Wear Your Pajamas to Work Day</p>	<p><b>17</b> Haiku Poetry Day  Lailat al-Qadr - Islamic  Yom Hashoah - Jewish</p>	<p><b>18</b> National Columnists' Day</p>	<p><b>19</b></p>	<p><b>20</b> 🌐 Chinese Language Day Festival of Ridván - Bahá'í (Apr 20 - May 1) Natl High Five Day Natl Look-Alike Day Get to Know Your Customers Day</p>	<p><b>21</b> 🌐 World Creativity and Innovation Day</p>	<p><b>22</b> 🌐 International Mother Earth Day  Eid al-Fitr - Islamic</p>
<p><b>23</b> World Book and Copyright Day  English Language Day  Spanish Language Day National Picnic Day</p>	<p><b>24</b> 🌐 International Day of Multilateralism and Diplomacy for Peace  World Immunization Week Armenian Martyrs' Day</p>	<p><b>25</b> 🌐 International Delegate's Day  World Malaria Day National Telephone Day</p>	<p><b>26</b> 🌐 Internl Chernobyl Disaster Remem. Day  World Intellectual Property Day Denim Day Lesbian Visibility Natl Administrative Professionals Day</p>	<p><b>27</b> 🌐 International Girls in ICT Day  Theravada New Year  Take our Daughters and Sons to Work Day</p>	<p><b>28</b> 🌐 World Day for Safety and Health at Work  Arbor Day</p>	<p><b>29</b> International Dance Day</p>
<p><b>30</b> 🌐 Inter'l Jazz Day  National Adopt a Shelter Pet Day  National Honesty Day</p>	<p><b>May Planning:</b></p> <p><b>Mother's Day</b> Mother's Day comes in at #4 on the National Retail Federation's list of top annual consumer spending events. Interest in Mother's Day gifts starts trending up mid April to a sustained peak the week before.</p> <p>🇺🇸 United States Federal Holiday      🌐 United Nations Observance</p> <p>Get our seasonal planning tips delivered to your inbox. <a href="#">Subscribe</a> Plan smarter with our omnichannel marketing calendar software. <a href="#">Learn More</a></p> <p><b>ANNUM</b></p>					

# May 2023

Su	M	Tu	W	Th	F	Sa
	1 International Worker's Day  May Day	2 🌐 World Tuna Day  National Teacher Day  World Asthma Day	3 🌐 World Press Freedom Day	4 International Firefighter's Day  World Password  Star Wars Day	5 🌐 World Portuguese Language Day  Cinco De Mayo  Space Day  Visakha Puja - Buddhist	6 National Nurses Day  Free Comic Book Day
7	8 🌐 Remembrance and Reconciliation for Those Who Lost Their Lives During WWII (May 8-9)  Lag B'omer - Jewish	9 Europe Day	10 🌐 International Day of Arqania  National Receptionist Day	11 🌐 International Day of Plant Health	12 National Limerick Day	13 Ascension Day - Christian  🌐 World Migratory Bird Day
14 Mother's Day	15 🌐 International Day of Families	16 🌐 International Day of Living Together in Peace 🌐🌐 Intl Day of Light Vesak, the Day of the Full Moon - Buddhist Love a Tree Day	17 🌐 World Telecom and Info Society Day 🌐 UN Global Road Safety Week (May 17 - 23) Day Against Homophobia & Transphobia	18 Global Accessibility Awareness Day	19 Endangered Species Day  National Bike to Work Day	20 🌐 World Bee Day
21 🌐 World Day for Cultural Diversity 🌐 Intern'l Tea Day  National Memo Day	22 🌐 International Day for Biological Diversitv	23 🌐 International Day to End Obstetric Fistula  Declaration of the Báb - Bahá'í	24 National Scavenger Hunt Day	25 🌐 Wk of Solidarity With Peoples of Non-Self Gov'g Territories (May 25-31)  Ascension Day - Christian Shavuot - Jewish	26 Heat Awareness Day	27
28 Pentecost - Christian  Hamburger Day	29 🇺🇸 Memorial Day 🌐 International Day of UN Peacekeepers  Ascension of Bahá'u'lláh - Bahá'í  Paperclip Day	30	31 🌐 World No-Tobacco Day	<b>Mother' Day</b> Flowers reign supreme during the month of May as they are the most popular gift for mothers. Mother's Day arrives on May 14th in 2023 and is the 4th largest consumer spending event of the year.		

## June Planning:

### Grads & Dads

30% of consumers plan to spend on a gift for a grad in their lives and begin planning mid April. Dads will be celebrated on June 18th with gift planning beginning early May

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# June 2023

LGBTQ+ Pride Month

Men's Health Month

Su	M	Tu	W	Th	F	Sa	
<p><b>Father's Day</b> The NRF lists Father's Day as #7 in top consumer spending events</p> <p><b>Graduation Season</b> Spanning May to June, grad season is #8 on the NRF's list. Cash, cards, and aift cards are most popular aifts.</p>			<p><b>4th of July</b> Celebrations focus on cookouts and fireworks. Planning related searches ramp up a week and half prior.</p>		<p>1 </p> <p>Global Day of Parents</p>	<p>2</p> <p>National Donut Day</p> <p>Nat'l Gun Violence Awareness Day</p>	<p>3 </p> <p>World Bicycle Day</p>
<p>4 </p> <p>International Day of Innocent Children Victims of Anareasion</p> <p>National Cheese Day</p> <p>National Cancer Survivors Day</p>	<p>5 </p> <p>World Environment Day</p> <p></p> <p>Intern'l Day for the Fight against Illegal Fishing</p>	<p>6</p> <p>National Higher Education Day</p> <p></p> <p>Russian Language Day</p>	<p>7</p> <p>Global Running Day</p> <p></p> <p>World Food Safety Day</p>	<p>8</p> <p>National Best Friends Day</p> <p></p> <p>World Oceans Day</p> <p>Feast of Corpus Christi</p>	9	10	
<p>11</p> <p>Race Unity Day - Bahá'í</p>	<p>12 </p> <p>World Day Against Child Labour</p> <p>Loving Day</p> <p>Anne Frank Day</p>	<p>13 </p> <p>International Albinism Awareness Day</p>	<p>14 </p> <p>World Blood Donor Day</p> <p>Flag Day</p>	<p>15 </p> <p>World Elder Abuse Awareness Day</p> <p>Nature Photography Day</p> <p>Record Store Day</p>	<p>16 </p> <p>International Day of Family Remittances</p>	<p>17 </p> <p>World Day to Combat Desertification and Drought</p> <p>Father's Eve</p>	
<p>18</p> <p>Internl Sushi Day </p> <p>Sustainable Gastronomy Day </p> <p>International Day for Countering Hate Speech</p> <p>Father's Day</p>	<p>19 </p> <p>Juneteenth</p> <p></p> <p>International Day for the Elimination of Sexual Violence in</p> <p>National Martini Day</p>	<p>20 </p> <p>World Refugee Day</p>	<p>21 </p> <p>International Yoga Day </p> <p>Internl Day of the Celebration of the Solstice</p> <p>Summer Solstice</p> <p>World Day of Music</p> <p>Nat'l Selfie Day</p>	22	<p>23 </p> <p>International Widows' Day</p> <p></p> <p>United Nations Public Service Day</p> <p>National Take Your Dog to Work Day</p>	24	
<p>25</p> <p>Global Beatles Day</p> <p></p> <p>Day of the Seafarer</p>	<p>26 </p> <p>Int'l Day Against Drug Abuse and Illicit Trafficking </p> <p>UN Int'l Day for Victims of Torture</p> <p>Anniversary of Legalization of Same-Sex Marriage</p>	<p>27 </p> <p>Micro-, Small and Medium-sized Enterprises Day</p> <p>National Sunglasses Day</p>	<p>28</p> <p>Eid al-Adha - Islamic</p>	<p>29 </p> <p>International Day of the Tropics</p> <p>National Handshake Day</p>	<p>30 </p> <p>International Asteroid Day</p> <p></p> <p>International Day of Parliamentarism</p> <p>World Social Media Day</p>		

## July Planning

### Back to College & Back to School

BTC and BTS are #2 and #3 on the National Retail Federation's list of top consumer spending events with #1 being the Winter Holidays. Shopping begins in July or sooner.

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# 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  National Postal Worker Day   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   World Kiswahili Language 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  Cheer Up the Lonely Day</p>	<p><b>12</b> Malala Day</p>	<p><b>13</b> Ullambana - Buddhist (July 13-15)  National French Fry Day</p>	<p><b>14</b> Bastille Day  Shark Awareness Day</p>	<p><b>15</b> Get to Know Your Customers Day   World Youth Skills Day  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  International Moon Day Eid al-Adha - Buddhist National Lollipop Day 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>  World Drowning Prevention Day</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  Talk in the Elevator Day  Ashura - Islamic</p>	<p><b>29</b></p>	
<p><b>30</b>  International Day of Friendship   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>

# August 2023

Su	M	Tu	W	Th	F	Sa
<b>Back to College &amp; School</b> come in at #2 and #3 on the National Retail Federation's list of top annual consumer spending events. Shopping begins in July or sooner and continues through August to September.		<b>1</b> 🌐 World Breastfeeding Week (Aug. 1-7) Respect For Parents Day National Night Out National Girlfriends Day	<b>2</b> National Coloring Book Day	<b>3</b> Raksha Bandhan National Watermelon Day	<b>4</b>	<b>5</b>
<b>6</b> National Root Beer Float Day International Assistance Dog Week (Aug. 6-12) Natl Farmers Mrkt Wk (Aug. 6-12)	<b>7</b> International Beer Day	<b>8</b> International Cat Day	<b>9</b> 🌐 International Day of the World's Indigenous Peoples National Book Lovers Day	<b>10</b> National Lazy Day National S'mores Day	<b>11</b> National Son and Daughter Day	<b>12</b> 🌐 International Youth Day World Elephant Day
<b>13</b> International Lefthanders Day	<b>14</b> National Financial Awareness Day	<b>15</b> National Relaxation Day	<b>16</b> National Tell a Joke Day	<b>17</b> National Nonprofit Day	<b>18</b>	<b>19</b> 🌐 World Humanitarian Day World Photo Day
<b>20</b> National Lemonade Day	<b>21</b> 🌐 International Day of Remembrance and Tribute to the Victims of Terrorism National Senior Citizens Day	<b>22</b> 🌐 International Day Commemorating the Victims of Acts of Violence Based on Religion or Belief	<b>23</b> 🌐 International Day for the Remembrance of the Slave Trade and Its Abolition Hashtag Day	<b>24</b>	<b>25</b>	<b>26</b> National Women's Equality Day National Dog Day
<b>27</b>	<b>28</b> National Red Wine Day	<b>29</b> 🌐 International Day Against Nuclear Tests	<b>30</b> 🌐 International Day of the Victims of Enforced Disappearances Raksha Bandhan - Hindu	<b>31</b> 🌐 International Day for People of African Descent		

## September Planning

### Halloween

As back to class season winds down Halloween planning ramps up. 2021 saw Halloween related searches steadily increase from the 15th of August to the 31st of October.

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# September 2023

Baby Safety Month

National Suicide Prevention Month

Su	M	Tu	W	Th	F	Sa
<p><b>Back to College &amp; Back to School</b></p> <p>#2 and #3 on the National Retail Federation's (NRF's) list of top annual consumer spending events, back to class shopping hits its final peak on Labor Day weekend.</p> <p><b>Halloween</b></p> <p>#10 on NRF's list, Halloween planning and shopping steadily ramps up after the 1st of September.</p>					<p>1</p> <p>National No Rhyme Nor Reason Day</p> <p>National College Colors Day</p>	<p>2</p> <p>World Beard Day</p>
<p>3</p> <p>U.S. Bowling League Day</p>	<p>4</p> <p> Labor Day</p> <p>World Sexual Health Day</p> <p>National Wildlife Day</p>	<p>5</p> <p> International Day of Charity</p>	<p>6</p> <p>National Read a Book Day</p> <p>Krishna Janmashami - Hindu</p>	<p>7</p> <p> International Day of Clean Air for blue skies</p> <p>National Beer Lovers Day</p>	<p>8</p> <p> International Literacy Day</p> <p>Stand Up to Cancer Day</p>	<p>9</p> <p> International Day to Protect Education from Attack</p> <p>National Sudoku Day</p>
<p>10</p> <p>World Suicide Prevention Day</p> <p>Nat'l Assisted Living Week (Sept. 10-16)</p> <p>National Grandparents Day</p>	<p>11</p> <p>Patriot Day</p>	<p>12</p> <p> United Nations Day for South-South Cooperation</p> <p>National Day of Encouragement</p> <p>National Video Games Day</p>	<p>13</p> <p>National Grandparents Day</p> <p>National Celiac Disease Awareness Day</p>	<p>14</p>	<p>15</p> <p> International Day of Democracy</p> <p>National Hispanic Heritage Month (Sept. 15 - Oct. 15)</p> <p>Rosh Hashanah - Jewish</p>	<p>16</p> <p> Intern'l Day for the Preservation of the Ozone Layer</p> <p>Nat'l Working Parents Day</p> <p>Nat'l Dance Day</p> <p>Octoberfest (Sept. 16 - Oct. 3)</p>
<p>17</p> <p> World Patient Safety Day</p> <p>Constitution Day and Citizenship Day</p> <p>Wife Appreciation Day</p>	<p>18</p> <p> International Equal Pay Day</p> <p>Civic Day of Hacking</p>	<p>19</p> <p>Talk Like a Pirate Day</p> <p>Ganesh Chaturthi - Hindu</p>	<p>20</p>	<p>21</p> <p> International Day of Peace</p> <p>Miniature Golf Day</p>	<p>22</p> <p>Car-Free Day</p>	<p>23</p> <p> International Day of Sign Languages</p> <p>BI Visibility Day</p> <p>Autumnal Equinox</p>
<p>24</p> <p>Yom Kippur - Jewish</p>	<p>25</p> <p>National Cooking Day</p>	<p>26</p> <p> International Day for Total Elimination of</p> <p>National Voter Registration Day</p> <p>European Day of Languages</p>	<p>27</p> <p> World Tourism Day</p> <p>National Women's Health and Fitness Day</p> <p>Mawlid Al-Nabi - Islamic</p>	<p>28</p> <p> International Day for Universal Access to Information</p> <p> World Maritime Day</p> <p>National Good Neighbor Day</p> <p>World Rabies Day</p>	<p>29</p> <p> International Day of Awareness of Food Loss and Waste</p> <p>World Heart Day</p>	<p>30</p> <p> International Translation Day</p> <p>National Public Lands Day</p> <p>Intl Podcast Day</p> <p>Sukkot - Jewish (Sept. 30– Oct. 6)</p> <p>National Hunting and Fishing Day</p>

## October Planning

### Halloween

Shopping first spikes the weekend before Halloween and then most dramatically the day of.

 United States Federal Holiday

### Winter Holidays

#1 on the National Retail Federation's (NRF's) list of top consumer spending events, the winter holidays are make it or break it time. Shopping begins in October or sooner for 35% of consumers.

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


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# October 2023

Su	M	Tu	W	Th	F	Sa
<p>1 </p> <p>International Day of Older Persons</p> <p>International Coffee Day</p> <p>World Vegetarian Day</p>	<p>2 </p> <p>International Day Of Non-Violence</p> <p> World Habitat Day</p>	<p>3</p> <p>National Techies</p>	<p>4 </p> <p>World Space Week (October 4-10)</p> <p>National Taco Day</p>	<p>5 </p> <p>World Teacher's Day</p> <p>World Animal Day</p>	<p>6</p> <p>Manufacturing Day</p> <p>World Smile Day</p>	<p>7</p> <p>Mawlid Al-Nabi (Milad Al-Nabi) - Islamic (Shi'a)</p> <p>Shemini Atzeret - Jewish</p> <p> World Cotton Day</p>
<p>8</p> <p>Simchat Torah - Jewish</p>	<p>9 </p> <p>Columbus Day (regional holiday)</p> <p>Indigenous People's Day  World Post Day</p>	<p>10 </p> <p>World Mental Health Day</p> <p>Shemini Atzeret</p> <p>World Homeless Day</p>	<p>11 </p> <p>International Day of the Girl</p> <p>National Coming Out Day</p> <p>Simchat Torah</p>	<p>12</p> <p>World Sight Day</p>	<p>13 </p> <p>International Day for Disaster Risk Reduction</p> <p>National Dessert</p>	<p>14 </p> <p>World Migratory Bird Day</p> <p>Solar Eclipse</p>
<p>15 </p> <p>International Day of Rural Women Pregnancy &amp; Infant Loss</p> <p>Remembrance Day - Global</p> <p>Handwashing Day</p> <p>Navaratri - Hindu (October 15-24)</p>	<p>16 </p> <p>World Food Day</p> <p>National Boss Day</p> <p>Birth Of The Báb - Baha'i</p>	<p>17 </p> <p>International Day For The Eradication Of Poverty</p> <p>Navaratri (October 17-25)</p> <p>National Pasta Day</p> <p>Birth Of Bahá'u'lláh - Baha'i</p>	<p>18</p> <p>International Day of Pronouns</p>	<p>19</p> <p>Get to Know Your Customers Day</p>	<p>20 </p> <p>World Statistics Day</p> <p>Gur-Gaddi Guru Granth Sahib - Sikh</p>	<p>21</p> <p>Reptile Awareness Day</p>
<p>22</p>	<p>23</p>	<p>24 </p> <p>United Nations Day   </p> <p>World Dev Info Day</p> <p>Disarmament Week (October 24-30)</p> <p>Global Media &amp; Info Ltrcy Wk, 24-31</p> <p>Dussehra/Dassera - Hindu</p>	<p>25</p> <p>Greasy Foods Day</p>	<p>26</p>	<p>27 </p> <p>World Day for Audiovisual Heritage</p>	<p>28</p>
<p>29</p> <p>Mawlid al-Nabi</p>	<p>30</p> <p>National Publicist Day</p> <p>Checklist Day</p>	<p>31 </p> <p>World Cities Day</p> <p>Halloween</p> <p>Reformation Day</p>	<p><b>Halloween</b></p> <p>As decorations go up shopping gains momentum spiking the weekend before Halloween and the day of.</p> <p><b>Election Day - November 7</b></p> <p>The airways and internet will be overflowing with political ads and opinions as campaigning heats up for Election Day the first Tuesday in November.</p>			

## October & November Planning: Winter Holidays

#1 on the National Retail Federation's (NRF's) list of top consumer spending events, the winter holidays are make it or break it time. While shopping begins in October or sooner for 39% of consumers, Thanksgiving is the official start of the holiday shopping season for most.

 United States Federal Holiday  United Nations Observance

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# November 2023

Su	M	Tu	W	Th	F	Sa
<b>Winter Holidays: Thanksgiving</b> #1 on the National Retail Federation's (NRF's) list of top consumer spending events, the winter holidays are make it or break it time. Thanksgiving, Black Friday, Small Business Saturday and Cyber Monday, are typically a frenzy of in store and online shopping fueled by steep discounts.			<b>1</b> All Saint's Day - Western Christian Nat'l Author's Day National Cook for Your Pets Day World Vegan Day National Stress Awareness Day	<b>2</b> 🌐 International Day to End Impunity for Crimes against Journalists All Souls Day	<b>3</b> Mawlid Al-Nabi National Sandwich Day	<b>4</b> National Candy Day
<b>5</b> 🌐 World Tsunami Awareness Day Daylight Savings Ends	<b>6</b> 🌐 International Day for Preventing the Exploitation of the Environment in War and Armed Conflict 🌐 International Week of Science and Peace (Nov 6-12)	<b>7</b> Election Day	<b>8</b> STEM / STEAM Day National Cappucino Day	<b>9</b> Kristallnacht (Nov 9-10) 🌐 International Week of Science and Peace (Nov. 9 - 15)	<b>10</b> 🌐 World Science Day for Peace and Development	<b>11</b> 🇺🇸 Veterans Day
<b>12</b> Bandi-Chhor Divas - Sikh Diwali - Hindu	<b>13</b> World Kindness Day American Education Week (Nov 11-18)	<b>14</b> 🌐 World Diabetes Day Bandi-Chhor Divas	<b>15</b> America Recycles Day Clean out Your Refrigerator Day	<b>16</b> 🌐 International Day for Tolerance American Education Week (Nov 16-20) 🌐 World Philosophy Day	<b>17</b> International Students Day	<b>18</b> World Antibiotic Awareness Week (Nov 18-24) 🌐 World Day for the Prevention of and Healing from Child Sexual Exploitation, Abuse and Violence
<b>19</b> 🌐 World Toilet Day 🌐 World Philosophy Day World Day of Remembrance for Road Traffic Victims International Men's Day	<b>20</b> 🌐 African Industrialization 🌐 World Children's Transgender Day of Remembrance	<b>21</b> 🌐 World Television Day World Hello Day National Entrepreneurs Day	<b>22</b> .	<b>23</b> 🇺🇸 Thanksgiving Day	<b>24</b> Black Friday Native American Heritage Day	<b>25</b> 🌐 International Day for the Elimination of Violence Against Women Day Of The Covenant Small Business Saturday
<b>26</b> National Cake Day Day Of The Covenant - Bahá'í	<b>27</b> Cyber Monday National Day of Listening Guru Nanak Dev Ji's Birthday - Sikh	<b>28</b> Giving Tuesday	<b>29</b> 🌐 International Day of Solidarity with the Palestinian People National Day of Listening	<b>30</b> 🌐 Day of Remembrance for all Victims of Chemical Warfare Guru Nanak Dev Ji's Birthday		

## December Planning:

### Winter Holidays: Hanukkah, Christmas, Kwanzaa

While it starts with bang at Thanksgiving the holiday shopping rush goes strong all through the month of December with a peak on Super Saturday, the last Saturday before Christmas. Consumers continue their shopping the week after Christmas to take advantage of post-holiday sales.

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# December 2023

Su	M	Tu	W	Th	F	Sa
<p><b>Winter Holidays: Hanukkah, Christmas, Kwanzaa</b></p> <p>The winter holiday shopping season is the top consumer spending event of the year, according to the National Retail Federation (NRF). The shopping rush goes strong all through the month of December until it peaks on Super Saturday, which is the last Saturday before Christmas Day.</p>					<p>1 </p> <p>World AIDS Day</p>	<p>2 </p> <p>International Day for the Abolition of Slavery</p>
<p>3 </p> <p>International Day of Persons with Disabilities</p> <p>Advent - Christian (Dec. 3-Dec 24)</p>	<p>4 </p> <p>International Day of Banks</p> <p>National Cookie Day</p>	<p>5 </p> <p>International Volunteer Day for Economic and</p> <p></p> <p>World Soil Day</p>	<p>6</p> <p>St. Nicholas Day - Christian</p> <p>Microwave Oven Day</p>	<p>7 </p> <p>International Civil Aviation Day</p> <p>Chanukah - Jewish (Dec. 7-15)</p> <p>National Cotton Candy Day</p>	<p>8</p> <p>Bodhi Day - Buddhist</p> <p>National Brownie Day</p> <p>Pretend to Be a Time Traveler Day</p> <p>National Salesperson Day</p>	<p>9 </p> <p>International Day of Commemoration and Dignity of the Victims of the Crime of Genocide and of Prevention </p> <p>International Anti-Corruption Day</p>
<p>10 </p> <p>International Human Rights Day</p> <p>Nobel Prize Day</p> <p>International Animal Rights Day</p>	<p>11 </p> <p>International Mountain Day</p> <p>National App Day</p>	<p>12 </p> <p>International Day of Neutrality </p> <p>International Universal Health Coverage Day</p> <p>Gingerbread House Day</p> <p>Our Lady of Guadalupe</p>	<p>13</p>	<p>14</p>	<p>15</p> <p>Bill of Rights Day</p> <p>National Cupcake Day</p> <p>Cat Herders Day</p> <p>National Ugly Sweater Day</p>	<p>16</p>
<p>17</p>	<p>18 </p> <p>Intl Migrants Day</p> <p></p> <p>Arabic Language</p> <p>National Twins Day</p>	<p>19</p>	<p>20 </p> <p>International Human Solidarity Day</p>	<p>21</p> <p>Winter Solstice</p> <p>Crossword Puzzle Day</p> <p>National Re-Gifting Day</p>	<p>22</p>	<p>23</p> <p>Festivus</p> <p>Super Saturday</p>
<p>24</p> <p>Christmas Eve</p> <p>National Eggnog Day</p>	<p>25 </p> <p>Christmas Day</p>	<p>26</p> <p>Kwanzaa (Dec 26 - Jan 1)</p>	<p>27</p> <p>International Day of Epidemic Preparedness</p>	<p>28</p> <p>Card Playing Day</p> <p>National Short Film Day</p>	<p>29</p> <p>Wounded Knee Day</p>	<p>30</p> <p>No Interruptions Day</p>
<p>31</p> <p>New Year's Eve</p>	<p><b>January Planning:</b></p> <p>Shopping typically stays strong the week after Christmas and into the new year as consumers take advantage of post-holiday sales and promotions and use gift cards. With the new year thoughts turn to health and fitness, organization, goal setting, and how to spend MLK weekend.</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>					