

July 2024

National Ice Cream Month

Su	M	Tu	W	Th	F	Sa
	1  International Joke Day National Postal Worker Day	2 World UFO Day	3	4  4th of July / Independence Day	5	6  International Day of Cooperatives International Kissing Day
7 World Chocolate Day  World Kiswahili Language Day	8 National Video Game Day	9	10 Martyrdom of the Báb - Bahá'í	11  World Population Day Cheer Up the Lonely Day	12 Malala Day	13 Ullambana - Buddhist (July 13-15) National French Fry Day
14 Bastille Day Shark Awareness Day	15  World Youth Skills Day Give Something Away Day	16	17 World Emoji Day Muharram - Islamic Ashura - Islamic	18  Nelson Mandela International Day Get to Know Your Customers Day	19	20  World Chess Day  International Moon Day National Lollipop Day
21 Dharma Day - Buddhist National Ice Cream Day	22 National Hammock Day	23	24 National Tequila Day	25  World Drowning Prevention Day	26 Americans with Disabilities Act (ADA) Day Talk in an Elevator Day	27
28  World Hepatitis Day Parents' Day	29	30  International Day of Friendship  World Day Against Trafficking in Persons	31	<p>4th of July</p> <p>#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>		

Back to College & Back to School Season

According to the NRF, shopping begins in July and continues through August to September, dropping off after Labor Day.

Get our seasonal planning tips delivered to your inbox.

[Subscribe](#)

Plan smarter with our omnichannel marketing calendar software.

[Learn More](#)

ANNUM[®]



United States Federal Holiday



United Nations Observance