

2021 Marketing Opportunities

January

- New Year's Day: Friday, January 1st
- Martin Luther King Jr.'s Day: Monday, January 18th

February

- Groundhog's Day: Tuesday, February 2nd
- Super Bowl Sunday: Sunday, February 7th
- Chinese New Year: Friday, February 12th
- Valentine's Day: Sunday, February 14th
- President's Day: Monday, February 15th
- Flag Day (Canada): Monday, February 15th
- Mardi Gras: Tuesday, February 16th
- School Winter Break: February 15th - 19th

March

- St. Patrick's Day: Wednesday, March 17th
- First Day of Spring: Saturday, March 20th
- Passover: Saturday, March 27th
- School Spring Break: March 29th - April 2nd
- Easter Bunny Arrives: Friday, March 19th

April

- April Fool's Day: Thursday, April 1st
- Good Friday: Friday, April: 2nd
- Easter: Sunday, April 4th
- Ramadan: April 12th - May 12th
- Earth Day: Thursday, April 22nd

May

- 147th Kentucky Derby: Saturday, May 1st
- Cinco de Mayo: Wednesday, May 5th
- Mother's Day: Sunday, May 9th
- Victoria Day (Canada): Monday, May 24th
- Memorial Day: Monday, May 31st

June

- Flag Day: Monday, June 14th
- Juneteenth: Saturday, June 19th
- Father's Day: Sunday, June 20th
- First Day of Summer: Sunday, June 20th

July

- Canada Day: Thursday, July 1st
- Independence Day: Sunday, July 4th

August

- Back to School Shopping: August 1st

September

- Labor Day: Monday, September 6th
- Rosh Hashanah: Tuesday, September 7th
- Yom Kippur: Wednesday, September 15th
- First Day of Fall: Wednesday, September 22nd

October

- Columbus Day/Indigenous People's Day: Monday, October 11th
- Halloween: Sunday, October 31st

November

- Veterans Day: Thursday, November 11th
- Thanksgiving: Thursday, November 25th
- Black Friday: Friday, November 26th
- Small Business Saturday: Saturday, November 27th
- Cyber Monday: Monday, November 29th
- Hannukah: November 28th - December 6th
- Giving Tuesday: Tuesday, November 30th

December

- Santa Arrives: TBD
- Christmas Eve: Friday, December 24th
- Christmas: Saturday, December 25th
- Kwanzaa: Sunday, December 26th
- Boxing Day (Canada): Sunday, December 26th
- New Year's Eve: Friday, December 31st
- New Year's Day: Saturday, January 1st

2021 National Days

January

- Use Your Gift Card Day: Saturday, January 16th
- Popcorn Day: Tuesday, January 19th
- Get to Know Your Customer's Day: Thursday, January 21st

February

- Bubble Gum Day: Friday, February 5th
- National Pizza Day: Tuesday, February 9th
- Galentine's Day: Saturday, February 13th
- Random Acts of Kindness Day: Wednesday, February 17th
- Lash Day: Friday, February 19th
- Margarita Day: Monday, February 22nd

March

- Peanut Butter Lover's Day: Monday, March 1st
- Employee Appreciation Day: Friday, March 5th
- Dress Day: Saturday, March 6th
- Women's Day: Monday, March 8th

April

- Burrito Day: Thursday, April 1st
- Beer Day: Wednesday, April 7th
- Walking Day: Wednesday, April 7th
- Pretzel Day: Monday, April 26th
- Bubble Tea Day: Friday, April 30th

May

- May the 4th (Star Wars Day): Tuesday, May 4th
- Moscato Day: Sunday, May 9th
- Mimosa Day: Sunday, May 16th
- Wine Day: Tuesday, May 25th
- Hamburger Day: Friday, May 28th

June

- Doughnut Day: Friday, June 4th
- Jerky Day: Saturday, June 12th
- Rosé Day: Saturday, June 12th
- Flip Flop Day: Friday, June 18th
- Vanilla Milkshake Day: Sunday, June 20th

July

- Mojito Day: Sunday, July 11th
- French Fry Day: Tuesday, July 13th
- Mac & Cheese Day: Wednesday, July 14th
- Ice Cream Day: Sunday, July 18th
- Lollipop Day: Tuesday, July 20th
- Lipstick Day: Thursday, July 29th
- Cheesecake Day: Friday, July 30th

August

- International Beer Day: Friday, August 6th
- S'mores Day: Tuesday, August 10th
- Bowling Day: Saturday, August 14th
- Waffle Day: Tuesday, August 24th

September

- Cheese Pizza Day: Sunday, September 5th
- Beer Lovers Day: Tuesday, September 7th
- Teddy Bear Day: Thursday, September 9th
- Chocolate Milkshake Day: Sunday, September 12th
- Cheeseburger Day: Saturday, September 18th
- Pepperoni Pizza Day: Monday, September 20th
- Quesadilla Day: Saturday, September 25th
- Drink Beer Day: Tuesday, September 28th
- Coffee Day: Wednesday, September 29th

October

- Hair Day: Friday, October 1st
- Cinnamon Bun Day: Monday, October 4th
- Taco Day: Monday, October 4th
- Handbag Day: Sunday, October 10th
- Boss' Day: Friday, October 15th
- Food Day: Sunday, October 24th
- Pumpkin Day: Tuesday, October 26th

November

- Candy Day: Wednesday, November 3rd
- Doughnut Day: Thursday, November 4th
- Nachos Day: Friday, November 6th
- STEM Day: Monday, November 8th
- World Kindness Day: Saturday, November 13th

December

- Cookie Day: Saturday, December 4th
- Sock Day: Saturday, December 4th
- Cotton Candy Day: Tuesday, December 7th
- Sangria Day: Monday, December 20th
- Candy Cane Day: Sunday, December 26th
- Champagne Day: Friday, December 31st