

# 2021 Marketing Opportunities

## January

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

## February

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

## March

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

## April

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

## May

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

## **June**

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

## **July**

- Canada Day: Thursday, July 1<sup>st</sup>
- Independence Day: Sunday, July 4<sup>th</sup>

## **August**

- Back to School Shopping: August 1<sup>st</sup>

## **September**

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

## **October**

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

## **November**

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

## **December**

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

# 2021 National Days

## January

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

## February

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

## March

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

## April

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

## May

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

## June

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

## July

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

## August

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

## September

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

## October

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

## **November**

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

## **December**

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