



2024 NATIONAL & GLOBAL HOLIDAY MARKETING CALENDAR

JAN

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- 1 New Year's Day
- 4 National Spaghetti Day
- 13 National Sticker Day
- 15 Martin Luther King Jr. Day
- 15 National Hat Day
- 18 Get to Know Your Customers Day
- 23 National Pie Day
- 24 International Day of Education

National Bath Safety Month • National Blood Donor Month • National Hobby Month

FEB

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
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18	19	20	21	22	23	24
25	26	27	28	29		

- 2 Groundhog Day
- 4 World Cancer Day
- 7 National Send a Card to a Friend Day
- 9 National Pizza Day
- 11 Super Bowl LVIII
- 13 Mardi Gras
- 14 Valentine's Day
- 15 Singles Awareness Day
- 17 Random Acts of Kindness Day
- 19 Presidents' Day
- 20 Love Your Pet Day
- 22 National Margarita Day

Black History Month • American Heart Month • Children's Dental Health Month

MAR

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
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24	25	26	27	28	29	30
31						

- 1 Employee Appreciation Day
- 1 National Salesperson Day
- 2 National Read Across America Day
- 6 National Dentist's Day
- 8 International Women's Day
- 10 Daylight Saving Time Starts
- 14 Pi Day
- 17 St. Patrick's Day
- 19 First Day of Spring
- 20 World Storytelling Day
- 30 National Doctors' Day
- 31 Easter

Women's History Month • National Reading Month • National Nutrition Month

APR

SUN	MON	TUE	WED	THU	FRI	SAT
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- 1 April Fools' Day
- 2 World Autism Awareness Day
- 7 National Beer Day
- 7 World Health Day
- 11 National Pet Day
- 15 Tax Day
- 16 National Wear Your Pajamas to Work Day
- 22 Earth Day
- 23 National Picnic Day
- 24 Administrative Professionals Day
- 25 Take Our Kids to Work Day
- 28 World Day for Safety & Health at Work
- 29 International Dance Day
- 30 National Adopt a Shelter Pet Day

Autism Acceptance Month • National Welding Month
National Child Abuse Prevention Month • Sexual Assault Awareness Month

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
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- 1 May Day
- 3 National Space Day
- 4 Star Wars Day
- 5 Cinco de Mayo
- 6 National Nurses Day
- 7 Teachers' Day
- 8 National Receptionists Day
- 12 Mother's Day
- 21 National Memo Day
- 21 World Day for Cultural Diversity
- 24 National Scavenger Hunt Day
- 25 National Wine Day
- 27 Memorial Day
- 28 Hamburger Day

Celiac Disease Awareness Month • National Barbecue Month
National Bike Month • National Get Caught Reading Month

JUN

SUN	MON	TUE	WED	THU	FRI	SAT
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- 2 National Cancer Survivors Day
- 5 World Environment Day
- 6 Higher Education Day
- 7 National Doughnut Day
- 8 National Best Friends Day
- 9 Children's Day
- 14 Flag Day
- 16 Father's Day
- 19 Juneteenth
- 20 First Day of Summer
- 21 International Yoga Day
- 21 National Selfie Day
- 27 National Sunglasses Day
- 30 Social Media Day

Men's Health Month • National Camping Month • National Safety Month • LGBTQ Pride Month

JUL

SUN	MON	TUE	WED	THU	FRI	SAT
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- 1 National Postal Worker Day
- 2 World UFO Day
- 4 Independence Day (United States)
- 7 World Chocolate Day
- 14 Bastille Day
- 15 Give Something Away Day
- 17 World Emoji Day
- 21 National Ice Cream Day
- 30 International Day of Friendship

National Ice Cream Month • National Picnic Month

AUG

SUN	MON	TUE	WED	THU	FRI	SAT
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- 9 National Book Lovers Day
- 10 National Lazy Day
- 13 International Lefthanders Day
- 15 National Relaxation Day
- 16 National Tell a Joke Day
- 19 World Photography Day
- 20 National Lemonade Day
- 26 National Dog Day
- 26 Women's Equality Day
- 30 National Beach Day

Back to School Month • Family Fun Month • National Golf Month

SEP

SUN	MON	TUE	WED	THU	FRI	SAT
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29	30					

- 2 Labor Day
- 4 National Wildlife Day
- 5 International Day of Charity
- 6 Read a Book Day
- 10 National Grandparents' Day
- 11 National Day of Service & Remembrance
- 12 National Day of Encouragement
- 15 Greenpeace Day
- 17 National Voter Registration Day
- 21 International Day of Peace
- 21 Miniature Golf Day
- 21 Oktoberfest
- 22 First Day of Fall
- 25 National Women's Health & Fitness Day

Hispanic Heritage Month (Sept. 15 - Oct. 15) • National Suicide Prevention Month

OCT

SUN	MON	TUE	WED	THU	FRI	SAT
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- 1 International Coffee Day
- 4 National Taco Day
- 5 World Teachers' Day
- 6 Fire Prevention Week Starts
- 7 Child Health Day
- 10 World Mental Health Day
- 14 Indigenous Peoples' Day
- 16 Boss's Day
- 24 United Nations Day
- 26 Make a Difference Day
- 29 National Cat Day
- 31 Halloween

Breast Cancer Awareness Month • Adopt a Shelter Dog Month

NOV

SUN	MON	TUE	WED	THU	FRI	SAT
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- 3 Daylight Saving Time Ends
- 3 National Sandwich Day
- 4 National Candy Day
- 8 National Cappuccino Day
- 8 Science, Technology, Engineering & Mathematics (STEM) Day
- 11 Veterans Day
- 13 World Kindness Day
- 14 World Diabetes Day
- 15 America Recycles Day
- 19 International Men's Day
- 19 National Entrepreneurs Day
- 28 Thanksgiving
- 29 Black Friday
- 30 Small Business Saturday

National Adoption Month • National Veterans & Military Families Month • November

DEC

SUN	MON	TUE	WED	THU	FRI	SAT
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29	30	31				

- 1 World AIDS Day
- 2 Cyber Monday
- 4 National Cookie Day
- 5 World Soil Day
- 21 First Day of Winter
- 24 Christmas Eve
- 25 Christmas Day
- 25 First Day of Hanukkah
- 26 First Day of Kwanzaa
- 31 New Year's Eve

Universal Human Rights Month • HIV/AIDS Awareness Month