

2023 NATIONAL & GLOBAL HOLIDAY MARKETING CALENDAR

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
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JAN

- 1. New Year's Day
- 4. National Spaghetti Day
- 13. National Sticker Day
- 15. National Hat Day
- 17. Martin Luther King, Jr. Day
- 20. 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

SUN	MON	TUE	WED	THU	FRI	SAT
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FEB

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

Black History Month • Heart Disease Awareness Month • Children's Dental Health Month

SUN	MON	TUE	WED	THU	FRI	SAT
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MAR

- 2. National Read Across America Day
- 3. Employee Appreciation Day
- 6. National Dentist's Day
- 8. International Women's Day
- 9. National Meatball Day
- 12. Daylight Saving Time Starts
- 14. Pi Day
- 17. St. Patrick's Day
- 20. First Day of Spring
- 20. World Storytelling Day
- 30. National Doctors' Day

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

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APR

- 1. April Fools' Day
- 2. World Autism Awareness Day
- 7. National Beer Day
- 7. World Health Day
- 9. Easter
- 11. National Pet Day
- 15. Tax Day
- 19. National Wear Your Pajamas to Work Day
- 22. Earth Day
- 23. National Picnic Day
- 26. Administrative Professionals Day
- 27. Take Our Kids to Work Day
- 28. World Day for Safety and 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

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MAY

- 1. May Day
- 2. Teachers' Day
- 4. Star Wars Day
- 5. Cinco de Mayo
- 6. National Nurses Day
- 10. National Receptionists Day
- 14. Mother's Day
- 20. Armed Forces Day
- 21. National Memo Day
- 21. World Day for Cultural Diversity
- 24. National Scavenger Hunt Day
- 25. National Wine Day
- 28. Hamburger Day
- 29. Memorial Day

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

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JUN

- 2. National Doughnut Day
- 4. National Cancer Survivors Day
- 5. World Environment Day
- 6. Higher Education Day
- 8. National Best Friends Day
- 11. Children's Day
- 14. Flag Day
- 18. Father's Day
- 19. Juneteenth
- 21. 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

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JUL

- 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
- 16. National Ice Cream Day
- 17. World Emoji Day
- 30. International Day of Friendship

National Ice Cream Month • National Picnic Month

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AUG

- 9. National Book Lovers Day
- 10. National Lazy Day
- 13. International Left-handers Day
- 15. National Relaxation Day
- 16. National Tell a Joke Day
- 19. World Photo 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

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SEP

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

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

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OCT

- 1. National Coffee Day
- 2. Child Health Day
- 4. National Taco Day
- 5. World Teachers Day
- 8. Fire Prevention Week Starts
- 9. Indigenous Peoples' Day
- 10. World Mental Health Day
- 16. Boss's Day
- 24. United Nations Day
- 28. Make a Difference Day
- 29. National Cat Day
- 31. Halloween

Breast Cancer Awareness Month • Adopt a Shelter Dog Month

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NOV

- 3. National Sandwich Day
- 4. National Candy Day
- 5. Daylight Saving Time Ends
- 8. National Cappuccino Day
- 8. Science, Technology, Engineering, and Mathematics (STEM) Day
- 11. Veterans Day
- 13. World Kindness Day
- 14. World Diabetes Day
- 15. America Recycles Day
- 19. International Men's Day
- 21. National Entrepreneurs Day
- 23. Thanksgiving
- 24. Black Friday
- 25. Small Business Saturday
- 27. Cyber Monday

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

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DEC

- 1. World AIDS Day
- 4. National Cookie Day
- 5. World Soil Day
- 7. First Day of Hanukkah
- 8. National Salesperson Day
- 21. First Day of Winter
- 24. Christmas Eve
- 25. Christmas Day
- 26. First Day of Kwanzaa
- 31. New Year's Eve

Universal Human Rights Month • HIV/AIDS Awareness Month