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# RETAIL CALENDAR

# 2024

# JANUARY

ADSPERT™

MON	TUE	WEB	THU	FRI	SAT	SUN
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				

## HOLIDAYS

- January 1: New Year's Day
- January 1–31: Dry January
- January 1–31: Veganuary
- January 2: Science Fiction Day
- January 4: National Trivia Day
- January 6: Epiphany
- January 10: World Hindi Day
- January 13: National Sticker Day
- January 15: National Hat Day (USA)
- January 16: Martin Luther King Jr. Day
- January 19: Get to Know Your Customers Day
- January 22: Chinese New Year (Dragon)
- January 27: Chocolate Cake Day
- January 29: National Puzzle Day

# 2024

# FEBRUARY

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MON	TUE	WED	THU	FRI	SAT	SUN
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## HOLIDAYS

- February 1–28: Black History Month (UK)
- February 4: World Cancer Day
- February 5: World Nutella Day
- February 9: National Pizza Day (USA)
- February 10–11: Carnival
- February 11: Super Bowl
- February 12: Darwin Day
- February 13: Shrove Tuesday
- February 14: Valentine's Day
- February 15: Singles Awareness Day
- February 17: Random Act of Kindness Day (USA)
- February 20: Love Your Pet Day (USA)
- February 22: National Chili Day (USA)
- February 22: National Walking the Dog Day

# 2024

# MARCH

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MON	TUE	WED	THU	FRI	SAT	SUN
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## HOLIDAYS

- **March 1: World Compliment Day**  
World Candle Day
- **March 2: World Book Day**
- **March 8: International Women's Day**
- **March 10: Mother's Day (UK), Ramadan Begins**
- **March 14: International Day of Mathematics**
- **March 17: Saint Patrick's Day**
- **March 20: First Day of Spring**
- **March 22: Ramadan Start**
- **March 23: National Puppy Day**
- **March 25: International Waffle Day**
- **March 29: Good Friday**
- **March 30: Earth Hour**
- **March 31: Easter Sunday**

# 2024

# APRIL

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MON	TUE	WED	THU	FRI	SAT	SUN
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## HOLIDAYS

- April 1: April Fool's Day
- April 2: International Children's Book Day
- April 3: National Walking Day
- April 9: End of Ramadan
- April 10: National Siblings Day
- April 11: National Pet Day (USA)
- April 13: International Plant Appreciation Day
- April 14: National Gardening Day
- April 19: Bicycle Day
- April 21: National Tea Day (UK)
- April 22: Earth Day
- April 22: End of Ramadan
- April 23: St George's Day (UK)
- April 29–May 5: Golden Week (Japan)

# 2024

# MAY

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MON	TUE	WED	THU	FRI	SAT	SUN
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## HOLIDAYS

- May 1: Labor Day
- May 2: International Harry Potter Day
- April 29–May 5: Golden Week (Japan)
- May 4: Star Wars Day
- May 5: Cinco de Mayo (Mexico, USA)
- May 7–11: Eurovision Song Contest
- May 9: Father's Day (Germany)
- May 11: National Eat What You Want Day
- May 12: Mother's Day (USA)
- May 13: World Cocktail Day
- May 16: International Day of Light
- May 17: World Baking Day
- May 27: Spring Bank Holiday (UK)  
Memorial Day (USA)

# 2024

# JUNE

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MON	TUE	WED	THU	FRI	SAT	SUN
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## HOLIDAYS

- June 1–30: Pride Month
- June 1: Global Day of Parents
- June 3: World Bicycle Day
- June 10: World Gin Day
- June 7–12: European Athletics Championships
- June 14–July 14: UEFA European Championship
- June 15: National Beer Day (UK)
- June 16: Father's Day (UK, USA)
- June 21: International Day of Yoga
- June 21: Beginning of Summer
- June 24: School Holidays (differs per school)  
Midsummer's Day
- June 27: Micro-, Small and Medium-Sized Enterprises Day

# 2024

# JULY

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MON	TUE	WED	THU	FRI	SAT	SUN
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## HOLIDAYS

- July 1: Canada Day, International Joke Day
- July 4: Independence Day (USA)
- July 6: Islamic New Year
- July 7: World Chocolate Day
- July 15: National Give Something Away Day
- July 16: National Cherry Day
- July 17: World Emoji Day
- July 20: International Chess Day
- July 22: National Hammock Day
- July 26–11 August: Summer Olympics
- July 28: Parents' Day
- July 29: National Lipstick Day
- July 30: International Day of Friendship
- July 31: National Avocado Day

# 2024



# AUGUST

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MON	TUE	WED	THU	FRI	SAT	SUN
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## HOLIDAYS

- August 1: National Girlfriend Day
- August 2: International Beer Day
- August 7: Playday - National Day for Play
- August 8: International Cat Day
- August 9: Book Lovers Day
- August 10: Lazy Day
- August 11: National Son and Daughter Day
- August 16: Tell a Joke Day
- August 19: World Photography Day
- August 22: Qixi Festival  
(Chinese Valentine's Day)
- August 24: National Burger Day (UK)
- August 26: International Dog Day
- August 26: Summer Bank Holiday (UK)

# 2024

# SEPTEMBER

ADSPERT™

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## HOLIDAYS

- September 1: Back to School (differs per school)
- September 2: Labor Day (USA)
- September 6: Read a Book Day
- September 7: World Beard Day
- September 12: Chocolate Milkshake Day (USA)
- September 13: Positive Thinking Day
- September 15: National Wife Day
- September 16: World Guacamole Day (USA)
- September 21 – October 6: Oktoberfest (Germany)
- September 21: International Peace Day
- September 22: First Day of Fall
- September 26: European Day of Languages
- September 27: World Tourism Day

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# OCTOBER

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## HOLIDAYS

- October 1–31: Breast Cancer Awareness Month
- October 1–31: Go Sober for October (UK)
- October 1: International Coffee Day
- October 1: World Vegetarian Day
- October 2–4: Rosh Hashanah (Jewish New Year)
- October 3: Unity Day (Germany)
- October 10: World Mental Health Day
- October 11: Double Ninth Festival (China)
- October 14: Canadian Thanksgiving (Canada)
- October 15–24: Navratri (India)
- October 16: World Food Day
- October 25: World Pasta Day
- October 26: National Pumpkin Day
- October 31: Halloween

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# NOVEMBER

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## HOLIDAYS

- November 1–31: Movember
- November 1: World Vegan Day
- November 2: Dia de Muertos (Mexico, Latin America)
- November 5: Guy Fawkes Night (UK)
- November 10: Remembrance Sunday (UK)
- November 11: Single's Day (China)
- November 12: Diwali (India)
- November 13: World Kindness Day
- November 19: International Men's Day
- November 28: Thanksgiving (USA)
- November 29: Black Friday
- November 30: St Andrew's Day (UK)

# 2024

# DECEMBER

ADSPERT™

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## HOLIDAYS

- December 2: Cyber Monday
- December 3–24: Advent
- December 4: National Cookie Day
- December 7: Small Business Saturday
- December 14: Christmas Jumper Day
- December 21: First Day of Winter
- December 24: Christmas Eve
- December 25: Christmas Day
- December 25 – January 2: Hanukkah
- December 26: Boxing Day
- December 26 – January 1: Kwanzaa (African American)
- December 27: Bank Holiday
- December 31: New Year's Eve

# 2024