

January



New Products
Resolutions & Goals
College Football Playoff
New Year 1st
Martin Luther King, Jr. Day 18th

February

Black History Month
Super Bowl 7th
Valentines Day 14th
President’s Day 15th

March



March Madness
Mardi Grass 1st
Employee Appreciation Day 4th
St. Patrick’s Day 17th
MLB Opening Day 31st

April

Spring Essentials
The Masters (First Golf Major) 7th
Tax Day 15th
Easter 17th
Earth Day 22nd
Take Your Child to Work Day 28th

May

Cinco de Mayo 5th
Nurses Day 6th
Kentucky Derby 7th
Mother’s Day 8th
Memorial Day 30th

Pro Tip: Give customers ample time to order by promoting these events two to three months prior to the actual date.

June

Summer Essentials
Pride Month
Safety Awareness Month
Juneteenth 19th
Father’s Day 19th

July

Summer Essentials
Independence Day 4th



August

Tailgate Essentials
Back To School
NFL Football Season (Begins)
College Football Season (Begins)

September

Back To School
College & NFL Football
Tailgate Essentials
College Colors Day 2nd
Labor Day 5th
September 11th
National Coffee Day 29th

October

Breast Cancer Awareness Month
Yom Kippur 4-5th
Indigenous Peoples Day 10th
Halloween 31st



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November

Holiday Gifting
Veterans Day 11th
Thanksgiving 24th
Black Friday 25th
Small Business Saturday 26th
Cyber Monday 28th

December



Corporate Gifting
Holiday Giving
Year-in-Review
Trade Show Preparation
Hanukkah 18-26th
Christmas 25th
Kwanzaa 26 - Jan 1st

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