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MARKETING CALENDAR

2024



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JANUARY

January 1: New Year's Day
January 14: Australian Open
January 15: Blue Monday
January 28: Data Protection Day

FEBRUARY

February 1: LGBT History Month
February 1: Black History Month (US)
February 4: Groundhog Day
February 4: World Cancer Day
February 10: Chinese New Year
February 11: Super Bowl LVIII
February 13: Mardi Gras
February 14: Valentine's Day

MARCH

March 1: Women's History Month
March 3: World Wildlife Day
March 8: International Women's Day
March 10: Start of Ramadan
March 10: Mother's Day (UK)
March 14: National Pi Day
March 17: St. Patrick's Day
March 29: Easter Friday
March 31: International Transgender Day of Visibility
March 31: Easter Sunday



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APRIL

April 1: April Fools' Day
April 1: Easter Monday
April 7: World Health Day
April 10: End of Ramadan
April 11: National Pet Day
April 22: Earth Day
April 23: World Book Day

MAY

May 1: May Day (International Workers' Day)
May 4: Star Wars Day
May 5: Cinco de Mayo
May 11: Eurovision Song Contest
May 12: Mother's Day (US)
May 20: Roland-Garros (French Open)
May 27: Memorial Day

JUNE

June 1: Pride Month
June 5: World Environment Day
June 14: UEFA Euro 2024 begins
June 16: Neurodiversity Pride Day
June 16: Father's Day (US)
June 20: Summer Solstice
June 21: World Music Day
June 21: National Selfie Day
June 29: Tour de France



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JULY

July 1: Canada Day
July 1: Wimbledon
July 4: Independence Day
July 7: World Chocolate Day
July 14: Bastille Day - French National Holiday
July 14: UEFA Euro 2024 ends
July 17: Emoji Day
July 25: National Intern Day
July 26: Summer Olympics begins

AUGUST

August 2: International Beer Day
August 11: Summer Olympics ends
August 13: International Left-Handers Day
August 19: World Photography Day
August 21: World Senior Citizen's Day
August 26: Women's Equality Day

SEPTEMBER

September 2: Labor Day (US)
September 15: Start of Hispanic Heritage Month
September 21: Oktoberfest
September 21: International Day of Peace
September 25: National Daughter's Day
September 28: National Son's Day



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OCTOBER

October 10: World Mental Health Day

October 14: Columbus Day

October 14: Thanksgiving (Canada)

October 15: End of Hispanic Heritage Month

October 16: World Food Day

October 31: Halloween

October 31: Diwali

NOVEMBER

November 1: World Vegan Day

November 11: Veteran's Day

November 20: Transgender Day of Remembrance

November 23: National Espresso Day

November 28: Thanksgiving

November 29: Black Friday

November 30: Small Business Saturday

DECEMBER

December 2: Cyber Monday

December 7: Start of Hanukkah

December 15: End of Hanukkah

December 24: Christmas Eve

December 25: Christmas Day

December 26: Boxing Day (UK)

December 31: New Year's Eve