

2023 Retail Marketing & Promotion Planning Calendar

Key dates for businesses to consider in 2023

JANUARY

- 1 New Year's Day
- 16 Martin Luther King Day
- 22 Lunar New Year
- 22 Chinese New Year
- National Blood Donors Month**
- National Hobby Month**
- National Mentoring Month**
- Career & Technical Education Month**

FEBRUARY

- 4 Groundhog Day
- 9 World Cancer Day
- 12 National Pizza Day
- 14 Super Bowl Sunday
- 20 Valentine's Day
- 21 President's Day
- 22 Mardi Gras
- Ash Wednesday
- Black History Month**
- Heart Disease Awareness Month**

MARCH

- 3 World Wildlife Day
- 3 Employee Appreciation Day
- 8 International Women's Day
- 12 Daylight Savings Begins
- 17 St. Patrick's Day
- 20 First Day of Spring
- 22 Beginning of Ramadan
- National Nutrition Month**
- NCAA March Madness**
- Reading Awareness Month**
- Women's History Month**

APRIL

- 1 April Fools Day
- 1 NCAA Final Four
- 2 Palm Sunday
- 3 NCAA Final Four
- 5 Passover Begins
- 7 Good Friday
- 7 National Beer Day
- 9 Easter
- 16 Orthodox Easter
- 22 Earth Day
- 28 Arbor Day
- Garden Month**
- National Volunteer Month**
- Stress Awareness Month**
- Alcohol Awareness Month**

MAY

- 2 National Teacher Day
- 5 Cinco de Mayo
- 14 Mother's Day
- 18 International Museum Day
- 20 Armed Forces Day
- 29 Memorial Day
- Asian American Heritage Month**
- Foster Care Month**
- Jewish American Heritage Month**
- Mental Health Awareness Month**
- National Bike Month**
- National Cancer Research Month**
- National Physical Fitness & Sports Month**

JUNE

- 2 National Doughnut Day
- 5 World Environment Day
- 6 D-Day
- 14 Flag Day
- 18 Father's Day
- 19 Juneteenth
- 21 First Day of Summer
- 21 World Music Day
- LGBTQ Pride Month**
- Men's Health Month**
- National Great Outdoors Month**
- NBA Finals**
- Stanley Cup Finals (NHL)**
- National Candy Month**

JULY

- 1 Tour de France Begins
- 4 Independence Day
- 7 World Chocolate Day
- 17 National Ice Cream Day
- 20 National Moon Day
- 23 Parent's Day
- National Picnic Month**
- Women's Healthcare Month**
- National Recreation and Parks Month**

AUGUST

- 9 National Book Lovers Day
- 19 World Photo Day
- 21 National Senior Citizens Day
- 26 National Dog Day
- 26 Women's Equality Day
- Back-to-School**
- National Golf Month**

SEPTEMBER

- 4 Labor Day
- 10 Grandparent's Day
- 11 Patriot Day
- 15 Rosh Hashanah Begins
- 21 International Day of Peace
- 23 First Day of Fall
- 24 Yom Kippur Begins
- 29 National Coffee Day
- Back-to-School**
- Hispanic Heritage Month**
- Self Improvement Month**
- Suicide Prevention Month**

OCTOBER

- 2 National Child Health Day
- 9 Indigenous Peoples Day
- 9 Columbus Day
- 16 World Food Day
- 31 Halloween
- Arts & Humanities Month**
- Baseball World Series**
- Breast Cancer Awareness Month**
- National Book Month**

NOVEMBER

- 5 Daylight Savings Time Ends
- 7 Election Day
- 11 Veterans Day
- 15 America Recycles Day
- 23 Thanksgiving
- 24 Black Friday
- 25 Small Business Saturday
- 27 Cyber Monday
- American Diabetes Month**
- National Adoption Month**
- National Alzheimer's Disease Month**
- Native American Heritage Month**

DECEMBER

- 7 Pearl Harbor Remembrance
- 7 Hanukkah Begins
- 10 Human Rights Day
- 15 Bill of Rights Day
- 21 First Day of Winter
- 24 Christmas Eve
- 25 Christmas Day
- 26 Kwanzaa Begins
- 31 New Year's Eve
- National HIV/AIDS Awareness Month**
- Universal Human Rights Month**