

2020 Retail Marketing & Promotion Planning Calendar

Key dates to consider as a business in 2020

JANUARY

National Blood Donors Month

- 1** New Year's Day
- 6** Epiphany
- 20** Martin Luther King Jr. Day
- 25** Lunar New Year

FEBRUARY

Black History Month
American Heart Month

- 1** National Freedom Day
- 2** Groundhog Day
- 2** Super Bowl
- 14** Valentine's Day
- 17** President's Day
- 25** Mardi Gras
- 26** Ash Wednesday

MARCH

Women's History Month
National Nutrition Month

- 3** World Wildlife Day
- 8** Daylight Savings Time Begins
- 8** International Women's Day
- 9** Holi
- 17** St. Patrick's Day

APRIL

Sexual Assault Awareness Month
Autism Awareness Month
National Volunteer Month

- 1** April Fools Day
- 9** Passover Begins
- 12** Easter Sunday
- 15** Tax Day
- 22** Earth Day
- 24** Ramadan Begins
- 24** Arbor Day

MAY

Asian American Heritage Month
Jewish American Heritage Month
Mental Health Awareness
National Bike Month

- 5** Cinco de Mayo
- 10** Mothers Day
- 24** Eid al-Fitr
- 25** Memorial Day

JUNE

LGBT Pride Month
Men's Health Month
Brain Awareness Month

- 14** Flag Day
- 19** Juneteenth
- 21** Father's Day

JULY

National Safety Month
Womens Healthcare Month

- 4** Independence Day
- 24** Olympics Opening Ceremony
- 26** Parents Day

AUGUST

Back to School Events
National Family Fun Month
Children's Eye Health Safety Month
National Immunization Month

- 7** International Beer Day
- 19** World Humanitarian Day
- 26** Women's Equality Day

SEPTEMBER

Hispanic Heritage Month
National Food Safety Month

- 7** Labor Day
- 11** Patriot Day
- 13** National Grandparents Day
- 19** Rosh Hashanah
- 28** Yom Kippur

OCTOBER

Arts & Humanities Month
AIDS Awareness Month
LGBT History Month
Dental Hygiene Month
Breast Cancer Awareness Month

- 5** Child Health Day
- 12** Indigenous People / Columbus Day
- 31** Halloween

NOVEMBER

Indian American Heritage Month
November
Adoption Awareness Month

- 1** Daylight Savings Time Ends
- 3** Election Day
- 11** Veterans Day
- 14** Diwali
- 26** Thanksgiving Day
- 27** Black Friday
- 28** Small Business Saturday
- 30** Cyber Monday

DECEMBER

World Aids Month
Universal Human Rights Month

- 21** December Solstice
- 23** Chanukah Begins
- 24** Christmas Eve
- 25** Christmas Day
- 26** Kwanzaa
- 31** New Year's Eve