

2024 Retail Marketing & Promotion Planning Calendar

Key dates for businesses to consider in 2024

JANUARY

- 1 New Year's Day
- 15 Martin Luther King Day
- National Blood Donors Month
- National Hobby Month
- National Mentoring Month
- Career & Technical Education Month

FEBRUARY

- 4 World Cancer Day
- 9 National Pizza Day
- 10 Chinese New Year
- 11 Super Bowl Sunday
- 13 Mardi Gras
- 14 Valentine's Day
- 14 Ash Wednesday
- 19 President's Day
- Black History Month
- American Heart Month

MARCH

- 1 Employee Appreciation Day
- 3 World Wildlife Day
- 8 International Women's Day
- 10 Daylight Savings Begins
- 10 Beginning of Ramadan
- 17 St. Patrick's Day
- 19 First Day of Spring
- 24 Palm Sunday
- 29 Good Friday
- 31 Easter
- National Nutrition Month
- NCAA March Madness
- Reading Awareness Month
- Women's History Month
- American Red Cross Month

APRIL

- 1 April Fools Day
- 6 NCAA Final Four
- 7 National Beer Day
- 7 World Health Day
- 22 Passover Begins
- 22 Earth Day
- 26 Arbor Day
- Garden Month
- National Volunteer Month
- Stress Awareness Month
- Alcohol Awareness Month

MAY

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

JUNE

- 5 World Environment Day
- 6 D-Day
- 7 National Doughnut Day
- 14 Flag Day
- 16 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

- 4 Independence Day
- 7 World Chocolate Day
- 21 National Ice Cream Day
- National Picnic Month
- Women's Healthcare Month
- National Recreation and Parks Month

AUGUST

- 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

- 2 Labor Day
- 8 Grandparent's Day
- 11 Patriot Day
- 21 International Day of Peace
- 22 First Day of Fall
- 29 National Coffee Day
- Back-to-School
- Hispanic Heritage Month
- Suicide Prevention Month

OCTOBER

- 2 National Child Health Day
- 3 Rosh Hashanah Begins
- 11 Yom Kippur Begins
- 14 Indigenous People's Day
- 14 Columbus Day
- 16 World Food Day
- 31 Halloween
- Arts & Humanities Month
- Baseball World Series
- Breast Cancer Awareness Month
- National Book Month

NOVEMBER

- 3 Daylight Savings Time Ends
- 5 Election Day
- 11 Veterans Day
- 15 America Recycles Day
- 28 Thanksgiving
- 29 Black Friday
- 30 Small Business Saturday
- American Diabetes Month
- National Adoption Month
- National Alzheimer's Disease Month
- Native American Heritage Month

DECEMBER

- 2 Cyber Monday
- 3 Giving Tuesday
- 10 Human Rights Day
- 21 First Day of Winter
- 24 Christmas Eve
- 25 Christmas Day
- 25 Hanukkah Begins
- 26 Kwanzaa Begins
- 31 New Year's Eve
- National HIV/AIDS Awareness Month
- Universal Human Rights Month