

## Key retail dates for retailers to engage with families

### January

- New Year's resolutions • Winter sales (NH)
- Summer sales (SH) • Back to School sales (SH)

- 1 New Year
- 6 El día de los reyes magos
- 7 Orthodox Christmas
- 17 Blue Monday
- 17 Australian Open starts
- 24 International Day of Education
- 26 Australia Day (AU)



### February

- 1 Chinese New Year
- 2 Chandeleur / Crêpe Party (FR)
- 2 Groundhog Day (US)
- 6 Waitangi Day (NZ)
- 13 Super Bowl starts (US)
- 14 Valentines Day



### March

- 1 Mardi Gras-Pancake Day (UK)
- 8 International Woman's Day
- 15 Consumer Rights Day
- 17 Saint Patrick's Day
- 19 Father's Day (PT,ES,IT)
- 19 Super Saturday
- 20 Spring Equinox (NH)
- 21 Fall Equinox (SH)
- 27 Mother's Day (UK)



### April

- 1 April Fools
- 7 World Health Day
- 15 Good Friday
- 17 Easter Sunday
- 18 Easter Monday
- 22 Earth Day
- 23 St. George's Day (UK)
- 23 World book Day
- 24 Orthodox Easter
- 27 Mother's Day (UK)
- 27 King's Day (NL)



### May

- 1 Mother's Day (ES,PT)
- 4 Star Wars Day
- 5 Cinco de Mayo (MX,US)
- 5 Liberation Day (NL)
- 8 Mother's Day (US,UK,DE)
- 13 Fair Trade Day
- 14 Eurovision Final
- 14 FA Cup final
- 15 International Family Day
- 16 Roland Garros starts (FR)
- 24 International Brothers Day
- 26 Father's Day (DE)
- 29 Mother's Day (FR)



### June

- Summer sales (NH) • Winter sales (SH)

- 1 Global Day of Parents
- 5 World Environment Day
- 16 US Open starts (US)
- 19 Father's Day (US,UK,CA)
- 21 Summer Solstice (NH)
- 21 Winter Solstice (SH)
- 27 Wimbledon starts (UK)



### July

- School summer holidays (NH)
- Christmas in July (SH)

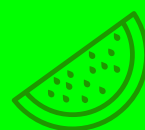
- 1 Tour de France starts
- 1 Canada Day
- 4 Fourth of July (US)
- 14 Bastille Day (FR)
- 17 World Emoji Day
- 20 Colombia Independence Day
- 30 International Friendship Day



### August

- Back to School Month (US)

- 1 International Sisters Day
- 12 International Youth Day
- 29 Summer Bank Holiday (UK)



### September

- Back to School (NH)

- 4 Father's Day (NZ,AU)
- 5 Labor Day (US)
- 12 International Grandparents Day
- 18 Chile Independence Day (CL)
- 23 Autumn Equinox (NH)
- 23 Spring Equinox (SH)
- 30 International Siblings Day



### October

- 2 London Marathon
- 3 German Unity Day
- 4 World Animal Day
- 10 Canadian Thanksgiving
- 10 Columbus Day
- 12 Spanish National Day (ES)
- 16 World Food Day
- 24 Diwali
- 31 Halloween



### November

- 1 All Saints Day
- 5 Guy Fawkes Night (UK)
- 20 Universal Children's Day
- 21 FIFA World Cup starts
- 24 Thanksgiving (US)
- 25 Black Friday
- 27 Mother's Day (RU)
- 28 Cyber Monday



### December

- 6 Saint Nicholas Day
- 12 Green/Ash Monday
- 18 Hanukkah starts
- 18 FIFA World Cup final
- 21 Winter Solstice (NH)
- 21 Summer Solstice (SH)
- 24 Christmas Eve
- 25 Christmas Day
- 26 Hanukkah ends
- 26 Boxing Day (UK)
- 26 Second Day of Christmas
- 31 New Year's Eve

