

2017 Retail Marketing and Promotion Planning Calendar

January

1-Jan New Year's Day
6-Jan Epiphany
16-Jan Martin Luther King Jr. Day
20-Jan Inauguration Day
28-Jan Chinese New Year

February

1-Feb National Freedom Day
2-Feb Groundhog Day
5-Feb Super Bowl
9-Feb National Pizza Day
14-Feb Valentine's Day
20-Feb President's Day
28-Feb Mardi Gras

March

1-Mar Ash Wednesday
2-Mar Read Across America Day
3-Mar Employee Appreciation Day
12-Mar Holi
12-Mar Daylight Saving Time starts
17-Mar St. Patrick's Day

April

1-Apr April Fool's Day
7-Apr National Beer Day
9-Apr Palm Sunday
10-Apr Passover
13-Apr Maundy Thursday
14-Apr Good Friday
16-Apr Easter
18-Apr National Tax Day
18-Apr End of Passover
22-Apr Earth Day
26-Apr Administrative Professionals Day
27-Apr Take Your Children to Work Day
28-Apr Arbor Day
30-Apr Last Day of Passover

May

2-May National Teacher Appreciation Day
4-May National Day of Prayer
5-May Cinco de Mayo
6-May National Nurses Day
14-May Mother's Day
15-May Peace Officers Memorial Day
25-May National Missing Children's Day
26-May Ramadan Starts
29-May Memorial Day

June

2-Jun National Doughnut Day
4-Jun National Cancer Survivor's Day
6-Jun D-Day
14-Jun National Flag Day
18-Jun Father's Day
19-Jun Juneteenth
21-Jun Summer Begins
25-Jun Ramadan Ends

July

4-Jul Independence Day
23-Jul Parent's Day

August

7-Aug Purple Heart Day
21-Aug National Senior Citizen's Day
26-Aug National Dog Day
26-Aug Women's Equality Day

September

4-Sep National Wildlife Day
4-Sep Labor Day
10-Sep National Grandparent's Day
11-Sep Patriot Day
15-Sep National POW/MIA Recognition Day
20-Sep Rosh Hashanah begins
21-Sep International Day of Peace
22-Sep Rosh Hashanah ends

2017 Retail Marketing and Promotion Planning Calendar

22-Sep Native American Day
29-Sep National Coffee Day
29-Sep Yom Kippur begins
30-Sep Tom Kippur ends

October

2-Oct Child Health Day
9-Oct Columbus Day
9-Oct Indigenous People's Day
14-Oct National Dessert Day
29-Oct National Cat Day
31-Oct Halloween

November

2-Nov All Souls Day
5-Nov Daylight Savings Time ends
7-Nov Election Day
10-Nov Marine Corps Birthday
11-Nov Veterans Day
23-Nov Thanksgiving
24-Nov Black Friday
27-Nov Cyber Monday

December

1-Dec World AIDS Day
3-Dec First Sunday of Advent
6-Dec St. Nicholas Day
7-Dec Pearl Harbor Remembrance Day
10-Dec Human Rights Day
12-Dec Chanukah/Hanukkah (first day)
20-Dec Chanukah/Hanukkah (last day)
21-Dec Winter Solstice
24-Dec Christmas Eve
25-Dec Christmas
26-Dec Kwanzaa (until Jan 1)
31-Dec New Year's Eve

Month Long Observations

February

American Heart Month
Black History Month

March

National Women's History Month

April

Sexual Assault Awareness Month
National Autism Awareness Month

May

Asian Pacific American Heritage Month
Jewish American Heritage Month

June

LGBT Pride Month

August

Back to School

September

Hispanic Heritage Month

October

AIDS Awareness Month
Breast Cancer Awareness Month
LGBT History Month

November

Movember
Pancreatic Cancer Awareness Month
National American Indian Heritage Month

December

Universal Human Rights Month