

2018 Marketing Planning Calendar

WINTER

SPRING

SUMMER

FALL

January



1 New Year's Day
15 Martin Luther King Day
16 National Nothing Day
19 National Popcorn Day
25 National Opposite Day
25-28 Winter X Games
26 Fun Day at Work
28 NFL Pro Bowl
National Bath Safety Month
National Blood Donor Month
National Hobby Month
National Mentoring Month
National Sunday Supper Month

February



1 National Freedom Day
2 Groundhog Day
2 Wear Red Day
9 Winter Olympics Begin
12 Lincoln's Birthday
13 Mardi Gras Carnival
14 Valentine's Day
15 Susan B Anthony Day
16 Chinese New Year
18 Daytona 500 (NASCAR)
19 Washington's Birthday
19 President's Day
25 Winter Olympics End
Black History Month
Heart Disease Awareness Month
Great American Pie Month
Children's Dental Month

March

1 Peanut Butter Lovers' Day
2 Employee Appreciation Day
4 Corn Dog Day
8 International Women's Day
11 Daylight Savings
14 Ash Wednesday
14 Pi Day (3.14)
17 St. Patrick's Day
20 First Day of Spring
23 National Puppy Day
25 Palm Sunday
28 Purim Begins
29 Maundy Thursday
30 First Day of Passover
30 Good Friday
31 Holy Saturday
National Women's History Month
Reading Awareness Month
National Nutrition Month
National Craft Month

April

1 Easter
1 April Fool's Day
2 Baseball Opening Day
7 Last Day of Passover
7 No Housework Day
10 National Sibling's Day
14 International Moments of Laughter
17 Tax Day
22 Earth Day
25 Administrative Professionals Day
27 Arbor Day
National Child Abuse Awareness Month
National Autism Awareness Month
National Welding Month
Sexual Assault Awareness Month

May



3 National Day of Prayer
5 Cinco de Mayo
4-20 IIHF World Championship
5 Kentucky Derby
6 National Nurse's Day
8 National Teacher's Day
13 Mother's Day
15 National Chocolate Chip Day
19 Armed Forces Day
27 Indy 500
28 Memorial Day
Foster Care Month
National Barbecue Month
Motorcycle Awareness Month
National Get Caught Reading Month

June



1 Doughnut Day
5 World Environment Day
6 D-Day
12 Anne Frank Day
19-22 Summer X Games
14 Flag Day
17 Father's Day
20 Pentecost
21 First Day of summer
Stanley Cup Finals (NHL)
NBA Finals
National Camping Month

July



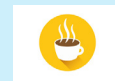
1-6 Special Olympics
2-15 Wimbledon Tennis Championships
7-29 Tour de France
4 Independence Day
7 Chocolate Day
15 National Ice cream Day
17 World Emoji Day
15-22 British Open
22 Parents' Day
National Ice Cream Month
National Picnic Month

August

4 U.S. Coast Guard Day
7 National Lighthouse Day
6-12 US PGA
13 Left Handers Day
15 National Relaxation Day
17 National Thrift Shop Day
18-20 US LPGA
21 Senior Citizens Day
26 National Dog Day
26 Women's Equality Day
29 Tennis U.S. Open Begins
Back-to-School
Family Fun Month
National Golf Month
National Water Quality Month

September

3 Labor Day
9 Grandparents' Day
9-11 Rosh Hashanah
10 Swap Ideas Day
11 Patriot Day
17 Citizenship Day
18-19 Yom Kippur
22 First Day of Fall
28 National Good Neighbor Day
29 Coffee Day



Hispanic Heritage Month
International Square
Dancing Month
National Courtesy Month
National Piano Month
National Potato Month
National Preparedness Month
Self Improvement Month
National Suicide Prevention Month

October

1 World Vegetarian Day
1 Child Health Day
5 World Smile Day
8 Columbus Day
16 Boss's Day
20 Sweetest Day
28 Make a Difference Day
30 National Candy Corn Day
31 Halloween
31 Reformation Day
Baseball World Series
Breast Cancer Awareness Month
Down Syndrome Awareness Month
National Pizza Month
National Learning & Dev. Month
National Cyber Security Awareness

November

3 Sandwich Day
4 Daylight Savings Time Ends
6 Election Day
11 Veterans Day
13 World Kindness Day
15 America Recycles Day
21 World Hello Day
22 Thanksgiving
23 Black Friday
24 Small Business Saturday
26 Cyber Monday
Military Family Appreciation Month
National Adoption Month
National Alzheimer's Disease Month
National Peanut Butter Lovers Month
National Novel Writing Month

December

2 First Day of Advent
2-10 Hanukkah
4 Cookie Day
7 Pearl Harbor Remembrance Day
10 Human Rights Day
15 Bill of Rights Day
17 National Maple Syrup Day
21 First Day of Winter
24 Christmas Eve
25 Christmas Day
26 Boxing Day
26 Kwanzaa Begins
31 New Year's Eve
National Human Rights
National Write a Business Plan
Safe Toys and Gifts

