MERCURY.

2023 NATIONAL & GLOBAL HOLIDAY MARKETING CALENDAR

JAN

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

1. New Year's Day
4. National Spaghetti Day
13. National Sticker Day
15. National Hat Day
17. Martin Luther King, Jr. Day
20. Get to Know Your Customers Day
23. National Pie Day
24. International Day of Education

National Bath Safety Month • National Blood Donor Month • National Hobby Month

FEB

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
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19	20	21	22	23	24	25
26	27	28				

2. Groundhog Day
4. World Cancer Day
7. National Send a Card to a Friend Day
9. National Pizza Day
12. Super Bowl LVII
14. Valentine's Day
15. Singles Awareness Day
17. Random Acts of Kindness Day
20. Presidents' Day
20. Love Your Pet Day
21. Mardi Gras
22. National Margarita Day

Black History Month • Heart Disease Awareness Month • Children's Dental Health Month

MAR

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
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26	27	28	29	30	31	

2. National Read Across America Day
3. Employee Appreciation Day
6. National Dentist's Day
8. International Women's Day
9. National Meatball Day
12. Daylight Saving Time Starts
14. Pi Day
17. St. Patrick's Day
20. First Day of Spring
20. World Storytelling Day
30. National Doctors' Day

Women's History Month • National Reading Month • National Nutrition Month

APR

SUN	MON	TUE	WED	THU	FRI	SAT
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23	24	25	26	27	28	29
30						

1. April Fools' Day
2. World Autism Awareness Day
7. National Beer Day
7. World Health Day
9. Easter
11. National Pet Day
15. Tax Day
19. National Wear Your Pajamas to Work Day
22. Earth Day
23. National Picnic Day
26. Administrative Professionals Day
27. Take Our Kids to Work Day
28. World Day for Safety and Health at Work
29. International Dance Day
30. National Adopt a Shelter Pet Day

Autism Acceptance Month • National Welding Month
National Child Abuse Prevention Month • Sexual Assault Awareness Month

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
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28	29	30	31			

1. May Day
2. Teachers' Day
4. Star Wars Day
5. Cinco de Mayo
6. National Nurses Day
10. National Receptionists Day
14. Mother's Day
20. Armed Forces Day
21. National Memo Day
21. World Day for Cultural Diversity
24. National Scavenger Hunt Day
25. National Wine Day
28. Hamburger Day
29. Memorial Day

National Celiac Disease Awareness Month • National Barbecue Month
National Bike Month • National Get Caught Reading Month

JUN

SUN	MON	TUE	WED	THU	FRI	SAT
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2. National Doughnut Day
4. National Cancer Survivors Day
5. World Environment Day
6. Higher Education Day
8. National Best Friends Day
11. Children's Day
14. Flag Day
18. Father's Day
19. Juneteenth
21. First Day of Summer
21. International Yoga Day
21. National Selfie Day
27. National Sunglasses Day
30. Social Media Day

Men's Health Month • National Camping Month • National Safety Month • LGBTQ Pride Month

JUL

SUN	MON	TUE	WED	THU	FRI	SAT
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1. National Postal Worker Day
2. World UFO Day
4. Independence Day (United States)
7. World Chocolate Day
14. Bastille Day
15. Give Something Away Day
16. National Ice Cream Day
17. World Emoji Day
30. International Day of Friendship

National Ice Cream Month • National Picnic Month

AUG

SUN	MON	TUE	WED	THU	FRI	SAT
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9. National Book Lovers Day
10. National Lazy Day
13. International Lefthanders Day
15. National Relaxation Day
16. National Tell a Joke Day
19. World Photo Day
20. National Lemonade Day
26. National Dog Day
26. Women's Equality Day
30. National Beach Day

Back-to-School Month • Family Fun Month • National Golf Month

SEP

SUN	MON	TUE	WED	THU	FRI	SAT
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24	25	26	27	28	29	30

4. National Wildlife Day
5. International Day of Charity
5. Labor Day
6. Read a Book Day
10. National Grandparents Day
11. National Day of Service and Remembrance
12. National Day of Encouragement
15. Greenpeace Day
16. Oktoberfest
21. International Day of Peace
21. Miniature Golf Day
23. First Day of Fall
27. National Voter Registration Day
27. National Women's Health & Fitness Day

Hispanic Heritage Month (Sept. 15 - Oct. 15) • National Suicide Prevention Month

OCT

SUN	MON	TUE	WED	THU	FRI	SAT
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1. National Coffee Day
2. Child Health Day
4. National Taco Day
5. World Teachers Day
8. Fire Prevention Week Starts
9. Indigenous Peoples' Day
10. World Mental Health Day
16. Boss's Day
24. United Nations Day
28. Make a Difference Day
29. National Cat Day
31. Halloween

Breast Cancer Awareness Month • Adopt a Shelter Dog Month

NOV

SUN	MON	TUE	WED	THU	FRI	SAT
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3. National Sandwich Day
4. National Candy Day
5. Daylight Saving Time Ends
8. National Cappuccino Day
8. Science, Technology, Engineering, and Mathematics (STEM) Day
11. Veterans Day
13. World Kindness Day
14. World Diabetes Day
15. America Recycles Day
19. International Men's Day
21. National Entrepreneurs Day
23. Thanksgiving
24. Black Friday
25. Small Business Saturday
27. Cyber Monday

National Adoption Month • National Veterans and Military Families Month • Movember

DEC

SUN	MON	TUE	WED	THU	FRI	SAT
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24	25	26	27	28	29	30
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1. World AIDS Day
4. National Cookie Day
5. World Soil Day
7. First Day of Hanukkah
8. National Salesperson Day
21. First Day of Winter
24. Christmas Eve
25. Christmas Day
26. First Day of Kwanzaa
31. New Year's Eve

Universal Human Rights Month • HIV/AIDS Awareness Month