2027 CELEBRATION PLANNER

MERCURYIDEAS.COM

PLAN AHEAD. SHOW UP. STAND OUT.

No more promo FOMO! This handy calendar highlights top holidays & fun dates to help you make the most of every promotional marketing & gifting opportunity. Big holidays. Little celebrations. Plenty of reasons to put your brand out there. **Circle your favorites—we'll help bring the merch.**

JANUARY

**** Building Healthy Habits***

January 1 — New Year's Day
January 13 — National Sticker Day
January 15 — National Hat Day
January 18 — Martin Luther King Jr Day
January 24 — National Compliment Day
January 29 — National Puzzle Day

PLAN FOR **APRIL**

FEBRUARY

**** Black History Month * National Cancer Prevention Month***

February 2 — Groundhog Day
February 6 — Chinese New Year
February 9 — National Pizza Day | Mardi Gras
February 10 — National Umbrella Day
February 14 — Super Bowl Sunday | Valentine's Day
February 15 — Presidents' Day

PLAN FOR **MAY**

MARCH

**** Women's History Month***

March 5 — Employee Appreciation Day
March 8 — International Women's Day
March 14 — Daylight Savings begins
March 17 — St. Patrick's Day
March 19 — Client's Day | Let's Laugh Day
March 20 — First Day of Spring
March 28 — Easter
March 29 — National Mom & Pop Business Owners Day

PLAN FOR **JUNE**

APRIL

**** Stress Awareness Month * Earth Month***

April 1 — April Fool's Day
April 10 — National Siblings Day
April 11 — National Pet Day
April 15 — Tax Day (USA)
April 20 — "420" – a day celebrating cannabis businesses & culture
April 21 — Administrative Professionals Day
April 22 — Earth Day
April 30 — National Adopt a Shelter Pet Day

PLAN FOR **JULY**

MAY

**** Mental Health Awareness Month***

May 4 — Star Wars Day — May the 4th be with you!
May 5 — Cinco de Mayo
May 6 — National Nurses Day
May 9 — Mother's Day
May 25 — National Wine Day
May 31 — Memorial Day

PLAN FOR **AUGUST**

JUNE

**** LGBTQ+ Pride Month * Great Outdoors Month * National Safety Month***

June 4 — National Donut Day
June 10 — National Ballpoint Pen Day
June 14 — Flag Day
June 19 — Juneteenth
June 20 — Father's Day
June 21 — First Day of Summer

PLAN FOR **SEPTEMBER**

JULY

**** Start Back to School Planning***

July 2 — Made in the USA Day
July 4 — 4th of July / US Independence Day
July 17 — World Emoji Day
July 18 — National Ice Cream Day
July 21 — National Hot Dog Day

PLAN FOR **OCTOBER**

AUGUST

**** National Wellness Month * National Golf Month***

August 4 — National Chocolate Chip Cookie Day
August 9 — National Book Lovers Day
August 15 — National Relaxation Day
August 26 — National Dog Day
August 30 — National Beach Day

PLAN FOR **NOVEMBER**

SEPTEMBER

**** National Courtesy Month * Labor Day Sales***

September 6 — Labor Day
September 18 — Oktoberfest Starts
September 25 — National Cooking Day
September 29 — National Coffee Day

PLAN FOR **DECEMBER**

OCTOBER

**** Breast Cancer Awareness Month * Start Planning for the Holidays***

October 4 — National Truckers Appreciation Day
October 5 — National Taco Day
October 16 — Boss's Day
October 31 — Halloween

PLAN FOR **JANUARY**

NOVEMBER

**** "Movember" Raising awareness for men's health issues Month***

November 8 — National Cappuccino Day
November 11 — Veterans Day
November 25 — Thanksgiving
November 26 — Black Friday
November 27 — Small Business Saturday
November 29 — Cyber Monday

PLAN FOR **FEBRUARY**

DECEMBER

**** Height of the Holiday Season***

December 4 — National Sock Day | National Cookie Day
December 17 — National Ugly Sweater Day
December 24 — Hanukkah Begins
December 25 — Christmas Day
December 26 — Kwanzaa begins
December 31 — New Year's Eve

PLAN FOR **MARCH**

MAKE EVERY MOMENT A BRAND MOMENT.