2027 CELEBRATION PLANNER

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No more promo FOMO! This handy calendar lists top holidays & other fun dates so that you can stay on top of every promotional marketing & gifting opportunity. Once you have a list of don't-miss holidays circled, let's start planning how to incorporate them into your promotional marketing strategy.

JANUARY (Plan For April)	FEBRUARY (Plan For May)
**** Building Healthy Habits***	**** Black History Month * National Cancer Prevention Month***
January 1 — New Year's Day	February 2 — Groundhog Day
January 13 — National Sticker Day	February 6 — Chinese New Year
January 15 — National Hat Day	February 9 — National Pizza Day | Mardi Gras
January 18 — Martin Luther King Jr Day	February 10 — National Umbrella Day
January 24 — National Compliment Day	February 14 — Super Bowl Sunday | Valentine's Day
January 29 — National Puzzle Day	February 15 — Presidents' Day
MARCH (Plan For June)	**APRIL (Plan For July)**
**** Women's History Month***	**** Stress Awareness Month * Earth Month * Start Planning for Summer Sales***
March 5 — Employee Appreciation Day	April 1 — April Fool's Day
March 8 — International Women's Day	April 10 — National Siblings Day
March 14 — Daylight Savings begins	April 11 — National Pet Day
March 17 — St. Patrick's Day	April 15 — Tax Day (USA)
March 19 — Client's Day | Let's Laugh Day	April 20 — "420" – a day celebrating cannabis businesses and culture
March 20 — First Day of Spring	April 21 — Administrative Professionals Day
March 28 — Easter	April 22 — Earth Day
March 29 — National Mom and Pop Business Owners Day	April 30 — National Adopt a Shelter Pet Day
MAY (Plan For August)	**JUNE (Plan For September)**
**** Mental Health Awareness Month***	**** LGBTQ+ Pride Month * Great Outdoors Month * National Safety Month***
May 4 — Star Wars Day — May the 4th be with you!	June 4 — National Donut Day
May 5 — Cinco de Mayo	June 10 — National Ballpoint Pen Day
May 6 — National Nurses Day	June 14 — Flag Day
May 9 — Mother's Day	June 19 — Juneteenth
May 25 — National Wine Day	June 20 — Father's Day
May 31 — Memorial Day	June 21 — First Day of Summer
JULY (Plan For October)	**AUGUST (Plan For November)**
**** Start Back to School Planning***	**** National Wellness Month * National Golf Month***
July 2 — Made in the USA Day	August 4 — National Chocolate Chip Cookie Day
July 4 — 4th of July / US Independence Day	August 9 — National Book Lovers Day
July 17 — World Emoji Day	August 15 — National Relaxation Day
July 18 — National Ice Cream Day	August 26 — National Dog Day
July 21 — National Hot Dog Day	August 30 — National Beach Day
SEPTEMBER (Plan For December)	**OCTOBER (Plan For January)**
**** National Courtesy Month * Labor Day Sales***	**** Breast Cancer Awareness Month * Start Planning for the Holidays***
September 6 — Labor Day	October 4 — National Truckers Appreciation Day
September 18 — Oktoberfest Starts	October 5 — National Taco Day
September 25 — National Cooking Day	October 16 — Boss's Day
September 29 — National Coffee Day	October 31 — Halloween
NOVEMBER (Plan For February)	**DECEMBER (Plan For March)**
**** "Movember" Raising awareness for men's health issues Month***	**** Height of the Holiday Season***
November 8 — National Cappuccino Day	December 4 — National Sock Day | National Cookie Day
November 11 — Veterans Day	December 17 — National Ugly Sweater Day
November 25 — Thanksgiving	December 24 — Hanukkah Begins
November 26 — Black Friday	December 25 — Christmas Day
November 27 — Small Business Saturday	December 26 — Kwanzaa begins
November 29 — Cyber Monday	December 31 — New Year's Eve