

2025 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 10 — National Houseplant Appreciation Day	February 5 — National Chocolate Fondue Day
January 20 — Martin Luther King Jr Day	February 9 — Super Bowl Sunday
January 21 — National Cheesy Socks Day	February 14 — Valentine's Day
January 24 — National Compliment Day	February 17 — Presidents' Day
January 29 — Chinese New Year, National Puzzle Day	
MARCH (Plan For June)	APRIL (Plan For July)
* Women's History Month	* Stress Awareness Month * Earth Month * Start Planning for Summer Sales
March 4 — Mardi Gras	April 1 — April Fool's Day
March 6 — National Oreo Cookie Day	April 15 — Tax Day (USA)
March 7 — Employee Appreciation Day	April 11 — National Pet Day
March 8 — International Women's Day	April 20 — Easter
March 9 — Daylight Savings Day	April 20 — "420" – a day celebrating cannabis businesses and culture
March 17 — St. Patrick's Day	April 22 — Earth Day
March 19 — Client's Day, Let's Laugh Day	April 30 — National Adopt a Shelter Pet Day
March 20 — First Day of Spring	
March 29 — National Mom and Pop Business Owners 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 2 — National Leave the Office Early Day
May 5 — Cinco de Mayo	June 6 — National Donut Day
May 6 — National Nurses Day	June 14 — Flag Day
May 10 — National Small Business Day	June 15 — Father's Day
May 11 — Mother's Day	June 19 — Juneteenth
May 25 — National Wine Day	June 21 — First Day of Summer
May 26 — Memorial Day	June 30 — Social Media Day
May 28 — National Flip Flop Day	
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 10 — National Spoil Your Dog Day
July 16 — National Hot Dog Day	August 16 — National Tell a Joke Day
July 17 — World Emoji Day	August 25 — National Banana Split Day
July 20 — National Ice Cream Day	August 30 — National Marshmallow Toasting Day
SEPTEMBER (Plan For December)	OCTOBER (Plan For January)
* National Courtesy Month	* Breast Cancer Awareness Month * Start Planning for the Holidays
September 1 — Labor Day	October 4 — National Truckers Appreciation Day
September 20 — Oktoberfest	October 7 — National Taco Day
September 12 — National Day of Encouragement	October 16 — Boss's Day
September 25 — National Cooking Day	October 31 — Halloween
NOVEMBER (Plan For February)	DECEMBER (Plan For March)
* "November" Raising awareness for men's health issues Month	* Height of the Holiday Season
November 8 — National Cappuccino Day	December 1 — Cyber Monday
November 11 — Veterans Day	December 19 — National Ugly Sweater Day
November 27 — Thanksgiving	December 24 — Christmas Eve
November 28 — Black Friday	December 25 — Christmas Day
November 29 — Small Business Saturday	December 26 — Kwanzaa begins
	December 31 — New Year's Eve