

Marketing Planner

Holidays, Observances, Promotional Opportunities

January

Chinese New Year 1-23

Bridal Fairs begin in anticipation of Valentine's engagements

February

Groundhog Day 2-2

Super Bowl 2-5

American Heart Month Month of February Wear Red Day 2-3

Valentine's Day 2-14
Engagements, Wedding plans, Honeymoon travel

President's Day 2-20

Mardi Gras / Fat Tuesday 2-21

Oscar Awards Sunday 2-26

Leap Day 2-29

March

St Patrick's Day 3-17

First Day of Spring 3-20

Spring Break! Biggest days March 5-23

April

Easter 4-8
Confirmations, First Communions

Admin Professional Day 4-25

May – June

Mother's Day 5-13

Graduations Mid to Late May

Memorial Day 5-28

School's Out – Summer Vacation End of May

June is traditional wedding month

Flag Day 6-14

Father's Day 6-17

First Day of Summer 6-20