

Marketing Calendar 2024



Connecting with your customers isn't always easy.

There's a lot to consider, from what you're going to say to why you're reaching out in the first place.

Use our calendar of national, international, weird and wonderful dates to give you an **excuse to talk to customers.**

Q1

JANUARY

New Year, New You	
Veganuary	
Dry January	
1 MON	New Year's Day
2 TUE	Swiss Cheese Day
15 MON	Martin Luther King Jr Day
20 SAT	Take a Walk Outdoors Day 🌿
21 SUN	World Snow Day ❄️
24 WED	Global Belly Laugh Day
25 THU	Burns Night

FEBRUARY

LGBT+ History Month	
1 THU	Optimist Day
3 SAT	Ice Cream for Breakfast Day 🍦
4 SUN	World Cancer Day
5 MON	World Nutella Day
9 FRI	National Pizza Day 🍕
10 SAT	Chinese New Year
13 TUE	Shrove Tuesday 🥞
14 WED	Valentine's Day ❤️
17 SAT	Random Acts of Kindness Day
18 SUN	World Whale Day 🐳
20 TUE	National Love Your Pet Day 🐾💕

MARCH

Women's History Month	
Endometriosis Awareness Month	
1 FRI	Employee Appreciation Day
4 MON	British Pie Week
7 THU	World Book Day 📖
8 FRI	International Women's Day
10 SUN	Mother's Day
17 SUN	St Patrick's Day / Red Nose Day
18 MON	Global Recycling Day ♻️
20 WED	International Day of Happiness
23 SAT	National Puppy Day 🐶
29 FRI	Good Friday
31 SUN	Easter Sunday

Q2

APRIL

Autism Awareness Month	
Earth Month	
1 MON	April Fool's Day / Easter Monday
2 TUE	World Autism Awareness Day
7 SUN	World Health Day
10 WED	International Day of Pink
15 MON	World Art Day 🎨
21 SUN	Late Queen Elizabeth II's Birthday
22 MON	Earth Day 🌍
23 TUE	St. George's Day
29 MON	World Wish Day 🙏
30 TUE	International Jazz Day 🎷

MAY

Mental Health Awareness Month	
Golf Month	
1 WED	International Workers' Day
2 THU	International Harry Potter Day
4 SAT	Star Wars Day
5 SUN	African World Heritage Day
6 MON	1 Year Coronation Anniversary of King Charles III and Camilla
13 MON	World Cocktail Day 🍹
16 THU	International Day of Light
19 SUN	Chelsea Flower Show Week
21 TUE	World Meditation Day
22 WED	Sherlock Holmes Day 🕵️📖

JUNE

Pride Month	
Alzheimer's and Brain Awareness Month	
Men's Health Month	
1 SAT	Dinosaur Day 🦖
5 WED	World Environment Day
6 THU	D-Day
8 SAT	World Gin Day
16 SUN	Father's Day
20 THU	Summer Solstice
21 FRI	International Day of Yoga 🧘
29 SAT	World Industrial Design Day
30 SUN	International Asteroid Day

Q3

JULY

Independent Retailer Month	
1 MON	International Chicken Wing Day
2 TUE	World UFO Day 🛸
6 SAT	International Kissing Day
7 SUN	World Chocolate Day 🍫
12 FRI	World Kebab Day
17 WED	World Emoji Day 🗨️👍
18 THU	Insurance Nerd Day
20 SAT	World Chess Day ♟️
30 TUE	International Day of Friendship

AUGUST

2 FRI	International Beer Day 🍺
8 THU	International Cat Day 🐱
13 TUE	International Lefthanders Day
17 SAT	Black Cat Appreciation Day
19 MON	World Photography Day 📷
23 FRI	Cheap Flight Day
26 MON	International Dog Day 🐕
31 SAT	International Bacon Day 🥓

SEPTEMBER

Suicide Prevention Month	
Childhood Cancer Month	
2 MON	World Coconut Day 🥥
4 WED	Global Talent Acquisition Day
5 THU	International Day of Charity
7 SAT	World Beard Day
19 THU	Talk Like a Pirate Day 🏴‍☠️
21 SAT	International Day of Peace
22 SUN	Hobbit Day
27 FRI	World Tourism Day
30 MON	International Thunderbirds Day

Q4

OCTOBER

Breast Cancer Awareness Month	
Black History Month	
1 TUE	International Coffee Day ☕
3 THU	Buy British Day
4 FRI	World Animal Day
5 SAT	World Teachers' Day 🏫
12 SAT	International Astronomy Day 🌌
15 TUE	UK Coffee Week
16 WED	World Food Day 🍴
20 SUN	International Sloth Day 🦥
25 FRI	World Pasta Day 🍝
31 THU	Halloween 🎃 / Diwali

NOVEMBER

Movember	
National Diabetes Month	
5 TUE	Bonfire Night
7 THU	International Project Management Day
10 SUN	World Run Day / Remembrance Sunday
11 MON	Remembrance Day
13 WED	World Kindness Day
14 THU	King Charles III's Birthday
18 MON	World Philosophy Day 🧠
28 THU	Thanksgiving 🦃
29 FRI	Black Friday

DECEMBER

Universal Human Rights Month	
1 SUN	World AIDS Day
2 MON	Cyber Monday
3 TUE	Birthday of SMS 📱
10 TUE	Human Rights Day
13 FRI	Christmas Jumper Day
18 WED	International Migrants Day
20 FRI	Games Day
22 SUN	Mathematics Day 📐
25 WED	Christmas Day 🎄
26 THU	Boxing Day 📦
31 TUE	New Year's Eve 🎉