

2024

RETAIL MARKETING

CALENDAR

JANUARY 2024



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 New Year's Day	2	3	4	5	6
7	8	9	10	11	12	13
14	15 Martin Luther King Day	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY 2024



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 Groundhog Day	3
4	5	6	7	8	9	10
11	12 Lincoln's Birthday	13 Mardi Gras / Fat Tuesday	14 Valentine's Day	15	16	17
18	19 Presidents' Day	20	21	22	23	24
25	26	27	28	29		

MARCH 2024



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10 Daylight Savings Start	11	12	13	14	15	16
17 St. Patrick's Day	18	19	20	21	22	23
24	25	26	27	28	29 Good Friday	30 Easter
31						

APRIL 2024



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 April Fool's Day Easter Monday	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22 Earth Day Passover	23	24	25	26	27
28	29	30				

MAY 2024



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5 Cinco de Mayo	6	7	8	9	10	11
12 Mother's Day	13	14	15	16	17	18 Armed Forces Day
19 Pentecost	20 Pentecost Monday	21	22	23	24	25
26	27 Memorial Day	28	29	30	31	

JUNE 2024



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14 Flag Day	15
16 Father's Day	17	18	19 Juneteenth	20	21	22
23	24	25	26	27	28	29
30						

JULY 2024



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4 Independence Day	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28 Parents' Day	29	30	31			

AUGUST 2024



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER 2024



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Labor Day	3	4	5	6	7
8 Grandparents' Day	9	10	11 Patriot Day or September 11th	12	13	14
15	16 Stepfamily Day	17 Citizenship Day	18	19	20	21
22	23	24	25	26	27 Native American Day	28
29	30					

OCTOBER 2024



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 Columbus Day	15	16 Boss's Day	17	18	19 Sweetest Day
20	21	22	23	24	25	26
27	28	29	30	31 Halloween		

NOVEMBER 2024



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3 Daylight Saving	4	5	6	7	8	9
10	11 Veterans' Day	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28 Thanksgiving	29 Black Friday	30

DECEMBER 2024



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Cyber Monday	3	4	5	6	7 Pearl Harbor Remembrance Day
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25 Christmas Day	26	27	28
29	30	31 New Year's Eve				

SEASONAL DATES



WINTER
Dec 1 - Feb 28



SPRING
Mar 1 - May 31



SUMMER
Jun 1 - Aug 31



AUTUMN
Sept 1 - Nov 31