



Marketing Calendar 2025

January	February	March
1 New Year's Day 8 Winter Sales (Europe) 20 Martin Luther King Jr. Day 20 Inauguration Day (US) 20 Blue Monday (UK) 26 Australia Day 28 Data Protection Day 29 Chinese New Year	1 Start of Black History Month 2 Groundhog Day (US) 4 World Cancer Day 9 Super Bowl Sunday (US) 9 National Pizza Day (US) 14 Valentine's Day 17 President's Day (US) 28 Start of Ramadan	1 Start of Women's History Month 4 Mardi Gras 5 Ash Wednesday 8 International Women's Day 14 Pi Day 17 St. Patrick's Day 20 Spring Equinox 30 Mother's Day (UK)
April	May	June
1 April Fools' Day 7 World Health Day 10 National Siblings Day 11 National Pet Day 12 Start of Passover 20 Easter Sunday 22 Earth Day	1 Start of AANHPI Heritage Month 1 May Day / Labour Day (UK) 3 Kentucky Derby 4 Star Wars Day 5 Cinco de Mayo 11 Mother's Day (US) 26 Memorial Day (US)	1 Start of Pride Month 1 Global Day of Parents 14 Flag Day (US) 15 Father's Day (US) 19 Juneteenth (US) 20 Summer Solstice 24 Midsummer's Day
July	August	September
1 Start of Disability Pride Month 1 Canada Day 4 Independence Day (US) 14 Bastille Day 17 World Emoji Day 25 Christmas in July 30 International Friendship Day	1 Start of Back to School Month 3 Sisters' Day 8 International Cat Day 21 World Senior Citizen's Day 25 Late Summer Bank Holiday (UK) 26 Women's Equality Day 26 International Dog Day	1 Labor Day (US) 8 International Literacy Day 15 Start of Hispanic Heritage Month 20 Start of Oktoberfest 22 Autumn Equinox 22 Start of Rosh Hashanah 27 World Tourism Day
October	November	December
1 Breast Cancer Awareness Month 1 Start of Yom Kippur 5 World Teachers' Day 13 Indigenous Peoples' Day 16 World Food Day 20 Diwali 31 Halloween	1 Native American Heritage Month 11 Remembrance Day (UK) 11 Veterans Day (US) 19 International Men's Day 27 Thanksgiving (US) 28 Black Friday 29 Small Business Saturday	1 Cyber Monday 2 Giving Tuesday 14 Start of Hanukkah 21 Winter Solstice 25 Christmas Day 26 Boxing Day 31 New Year's Eve