

## 2010 MARKETING CALENDAR

### JANUARY

1	New Year's Day
4	Braille Day
5	Twelfth Night
6	Three Kings Day
8	World Literacy Day / The King's (Elvis) Birthday
10	Clean Off Your Desk Day
11	Int'l Thank You Day / Coming of Age Day (Japan)
12	Family Communications Day / Work Harder Day
15	Basketball Invented
16	Int'l Hot & Spicy Food Day
17	World Religion Day
18	Martin Luther King Jr.
19	Maintenance Day
26	Australia Day
27	Family Literacy Day / Mozart Birthday / Backwards Day
29	Puzzle Day / Popcorn Day

All Month Long:

- Blood Donor Month
- Crime Stoppers Month
- Eye Care Month
- March of Dimes Birth Defects Prevention Month

### FEBRUARY

1	Robinson Crusoe Day / Bubble Gum Day
2	Groundhog Day / Crepe Day (France) / Change your Windshield Wipers Day
6	New Zealand Day
7	Super Bowl XLIV (Miami, USA)
8	Boy Scout Day
12	Lincoln's Birthday
14	St. Valentine's Day / Chinese, Korean & Vietnamese New Year (Year of the Tiger)

- 15 National Flag of Canada Day / President's Day (US)
- 15 Random Acts of Kindness Day / Nirvana Day
- 16 Mardis Gras
- 22 World Thinking Day
- 27 Int'l Pancake Day

All Month Long:

- African American History Month
- American Heart Month
- Canned Foods Month
- Int'l Boost Your Self-Esteem Month
- Int'l Friendship Month
- National Cat Health Month
- National Children's Dental Health Month
- Plant the Seeds of Greatness Month
- Random Acts of Kindness Month
- Weddings Month

## **MARCH**

- 3 World Math Day
- 4 World Book Day
- 8 Int'l Women's Day
- 9 Canberra Day & Adelaide Cup (AU)
- 10 Invention of the Telephone
- 11 World Kidney Day
- 14 Daylight Savings Time / Mother's Day (UK)
- 17 St. Patrick's Day
- 20 World Storytelling Day / Spring Equinox
- 21 World Poetry Day / World Forestry Day
- 21 Int'l Day for the Elimination of Racial Discrimination (UN)
- 22 World Day of Water
- 27 World Theatre Day
- 28 World Youth Day
- 29 Nat'l Mom & Pop Business Owners Day (US)

30 Passover begins

All Month Long:

- Academy Awards Month
- Sport Relief Month (UK)
- Women's History Month

## **APRIL**

1	April Fool's Day
2	Good Friday / World Autism Day
4	Easter
5	Easter Monday
6	Passover ends
7	World Health Day
10	Good Friday
13	Thomas Jefferson's Birthday
15	Rubber Eraser Day
22	Earth Day / Girl Scout Leader's Day
23	St. Georges Day
25	World Penguin Day
26	Anzac Day (AU - NZ)
27	Freedom Day (SA)
30	Save the Frogs Day

All Month Long:

- Child Abuse Prevention Month
- Int'l Amateur Radio Month
- Int'l Guitar Month
- Jazz Appreciation Month
- Keep America Beautiful Month
- Prevention of Cruelty to Animals Month
- Youth Sports Safety Month
- Stress Awareness Month

## **MAY**

- 1 May Day
- 3 Labour Day (AU - Queensland) / May Day (AU - Northern Territory)
- 3 William Shakespeare Birthday
- 5 Cinco de Mayo
- 6 National Day of Prayer (Interfaith - US)
- 8 World Red Cross & Red Crescent Day / World Fair Trade Day
- 9 Europe Day / Mother's Day / Lost Sock Memorial Day
- 11 Twilight Zone Day
- 12 Int'l Nurses Day
- 15 Peace Officer Memorial Day / Int'l Day of Families
- 16 Cancer Day / Animal Day
- 18 Peace Day
- 19 & 20 Shavuot
- 24 Victoria Day (CA)
- 25 National Missing Children's Day
- 29 Buddha Day
- 30 Salvation Army Red Shield Appeal (AU)
- 31 Memorial Day / World No Tobacco Day

All Month Long:

- Asian Pacific Heritage Month
- Clean Air Month
- Date Your Mate Month
- World Foot Health Month

## **JUNE**

- 1 Int'l Children's Day
- 2 Clean Air Day
- 5 World Environment Day
- 6 D-Day
- 7 Queen's Birthday (AU - NZ)
- 8 Best Friend's Day
- 14 Flag Day / Family History Day
- 16 Int'l Day of the African Child

20 Father's Day / World Refugee Day

21 Summer Solstice

All Month Long:

- Adopt-a-Shelter-Cat Month
- Dairy Month
- Home Safety Month
- Nat'l Fresh Fruit & Vegetable Month (US)
- Recycling Month
- Zoo and Aquarium Month

## **JULY**

1 Canada Day

3 Compliment Your Mirror Day

4 Independence Day (US)

11 World Population Day

12 Battle of Boyne (N. Ireland)

14 Bastille Day (France)

20 Chess Day / First Man on the Moon

22 Preparedness Day

26 All or Nothing Day

27 Cross Atlantic Communication Day

30 Father-in-Law Day / Schools Tree Day

All Month Long:

- Anti-Boredom Month
- Culinary Arts Month
- Purposeful Parenting Month
- Recreation and Parks Month

## **AUGUST**

1 Friendship Day / National Tree Day (AU) / Sister's Day / Nat'l Night Out (US)

4 Coast Guard Day

9 World's Indigenous People Day / Smokey the Bear's Birthday

10 Int'l Biodiesel Day

- 11      Ramadan begins
- 12      Int'l Youth Day (UN)
  
- 21      National Homeless Animals Day
- 26      Women's Equality Day
- 31      White Rose Day (Princess Diana)

All Month Long:

- Int'l Air Travel Month
- Medic Alert Month

## SEPTEMBER

- 5      Father's Day (AU - NZ)
- 6      Labor Day (US - CA)
- 8      Int'l Literacy Day (UN) / Ramadan ends
- 9      Rosh Hashanah / Eid al Fitr / Expectant Mother's Day
- 10     Swap Ideas Day
- 11     Patriot Day (US)
- 12     Grandparent's Day
- 16     World Mayflower Day / Stepfamily Day / Working Parents Day
- 18     Yom Kippur begins
- 19     Talk Like a Pirate Day
- 21     Int'l Day of Peace / World Gratitude Day
- 22     American Business Women's Day / Fall Equinox (CA - US)
- 26     Good Neighbor Day
- 27     World Tourism Day / Crush a Can Day

All Month Long:

- Baby Safety Month
- Be Kind to Editors & Writers Month
- Cholesterol Education Month
- Cold and Flu Campaign
- Healthy Aging Month
- Hispanic Heritage Month
- Library Card Sign-Up Month

- Marriage Health Month
- Women of Achievement Month

## **OCTOBER**

1	Int'l Day of the Elderly / World Vegetation Day
2	World Farm Animals Day
5	World Teacher's Day
9	World Post Day
10	World Mental Health Day
11	Thanksgiving (CA) / Columbus Day (US)
13	Int'l Day for Natural Disaster Reduction
15	World Rural Women's Day
16	World Food Day (UN) / Boss Day / Dictionary Day
17	Black Poetry Day
24	United Nations Day
25	Labour Day (NZ)
31	Halloween

All Month Long:

- Adopt a Shelter Dog Month
- Breast Cancer Awareness Month
- Computer Learning Month
- Consumer Information Month
- Energy Awareness Month
- Fire Prevention Month
- Gourmet Adventures Month
- Hunger Awareness Month
- UNICEF Month
- Volunteer Appreciation Month

## **NOVEMBER**

1	All Saint's Day
2	Melbourne Cup
3	Family Community Day (AU) / Housewife's Day / Give Someone a Dollar Today Day

- 5 Diwali / World Community Day
- 7 Daylight Savings ends / Magazine Day
- 8 World Town Planning Day
- 11 Veterans Day / Remembrance Day (CA - AU)
- 13 World Kindness Day
- 15 America Recycles Day
- 16 Eid al Adha
- 18 Mickey Mouse's Birthday
- 19 Thrift Day
- 20 Universal Children's Day (UN)
- 21 Gingerbread Day
- 25 Thanksgiving Day (US) / Int'l Day for the Elimination of Violence Against Women
- 26 Black Friday (US)
- 28 First Sunday of Advent
- 30 Scotland National Day / Int'l Computer Security Day

All Month Long:

- Good Nutrition Month
- Int'l Creative Child & Adult Month

## **DECEMBER**

- 1 World AIDS Day
- 2 Chanukah/Hanukkah begins / Int'l Day for the Abolition of Slavery
- 3 Int'l Day for People with a Disability
- 5 Int'l Volunteers Day
- 6 St. Nicholas Day
- 7 Hijra - New Year
- 10 Int'l Human Rights Day / Nobel Prize Day
- 16 Eat What You Want Day
- 20 Games Day
- 21 Yule / Winter Solstice (CA - US)
- 24 Christmas Eve
- 25 Christmas Day
- 26 Boxing Day (CA - AU - NZ - UK) / Kwanzaa begins / Recyclable Packaging Day



All Month Long:

- Safe Toys & Gifts Month
- Universal Human Rights Month