

# 2015 marketing calendar

## holidays, observances & more

### JANUARY

- 1: New Year's Day
- 19: Martin Luther King Day
- 21: National Hugging Day
- 25: Pro Bowl (NFL)
- National Hobby Month



### FEBRUARY

- 1: Super Bowl (NFL)
- 2: Groundhog Day
- 6: National Wear Red Day
- 14: Valentine's Day
- 16: President's Day
- 17: Mardi Gras
- 18: Ash Wednesday
- 19: Chinese New Year
- 22: Daytona 500 (NASCAR)
- American Heart Month
- Black History Month



### MARCH

- 1: Peanut Butter Lovers' Day
- 2: Read Across America Day
- 6: Employee Appreciation Day
- 8: Daylight Savings Time starts
- 14: National Pi Day (3.14!)
- 17: St. Patrick's Day
- 20: Start of spring
- 29: Palm Sunday
- 31: César Chávez Day
- National Craft Month
- National Nutrition Month
- Nation Women's History Month



### APRIL

- 1: April Fools' Day
- 2: Children's Book Day
- 3: National Walk to Work Day
- 3: Good Friday
- 4: Passover begins
- 5: Easter Sunday
- 6: Baseball Opening Day (MLB)
- 6: Masters begins (Golf)
- 7: World Health Day
- 11: Passover ends
- 15: Tax Day
- 22: Administrative Professionals Day
- 23: Take Your Child to Work Day
- Sexual Assault Awareness Month
- Week 1: Library Week

### MAY

- 1: May Day
- 4: Star Wars Day
- 5: National Teachers' Day
- 5: Cinco de Mayo
- 6: National Nurse's Day
- 10: Mother's Day
- 15: National Bike to Work Day
- 16: Armed Forces Day
- 24: French Open begins (Golf)
- 25: Memorial Day
- Foster Care Month
- National Barbecue Month
- National Bike Month

### JUNE

- 6: D-Day
- 14: Flag Day
- 15: U.S. Open begins (Golf)
- 18: Ramadan begins
- 21: Start of summer
- 21: Father's Day
- 29: Wimbledon begins (Tennis)
- Stanley Cup Finals (NHL)
- NBA Finals
- Gay Pride Month

### JULY



- 4: Independence Day
- 15: MLB All-Star Game
- 25: Special Olympics World Series begins
- National Ice Cream Month

### SEPTEMBER

- 6: NFL Football begins
- 7: Labor Day
- 11: Patriot Day
- 13: National Grandparents Day
- 14: Rosh Hashana
- 19: Oktoberfest begins
- 19: International Talk Like a Pirate Day
- 23: Yom Kippur
- 23: Start of fall
- Baby Safety Month
- Little League Month

### OCTOBER

- 12: Columbus Day
- 16: Boss's Day
- 31: Halloween
- Breast Cancer Awareness Month
- Week 2: Fire Prevention Week
- World Series (MLB)



### NOVEMBER

- 1: Daylight Savings Time ends
- 3: U.S. General Election Day
- 11: Veterans Day
- 13: World Kindness Day
- 19: Great American Smokeout
- 26: Thanksgiving Day
- 27: Black Friday
- 28: Small Business Saturday
- 29: First Sunday of Advent
- 30: Cyber Monday

### DECEMBER

- 1: World AIDS Awareness Day
- 6: St. Nicholas' Day
- 7: Pearl Harbor Remembrance Day
- 7: First Day of Hanukkah
- 14: Last Day of Hanukkah
- 22: Start of winter
- 23: Festivus
- 24: Christmas Eve
- 25: Christmas
- 26: Kwanzaa begins
- 31: New Year's Eve

