



# **HUGE List of National Holidays for Small Business Marketing**

*Compiled by the Editors of  
[Small Business Trends](#)*

National Kick Butt Day is in October - bet you never heard of that one, did you?

Today it seems as if there are national holidays, a “national day” or “national month” for everything. In fact, there are over a thousand national holidays, national weeks and national months. Add bank holidays and major religious holidays, and you have one crowded calendar!

National days of observance have become trendy and popular in part because companies have learned to market using them. Just look at social media. Judging from the hashtags for various food days, people days, pet days, medical condition days, military days or industry days -- it seems like every single day is a national holiday or national observance day on Twitter and Instagram.

If you’ve ever wondered, “what national holiday is today?” we’ve got you covered with this hand-picked list of national holidays for small business marketing:

## OCTOBER 2017

### MONTHLY HOLIDAYS AND OBSERVANCES

Emotional Intelligence Awareness Month  
Emotional Wellness Month  
Employee Ownership Month  
Financial Planning Month  
Global Diversity Awareness Month  
International Strategic Planning Month  
National Bake and Decorate Month  
National Cookbook Month  
National Cyber Security Awareness Month  
National Disability Employment Awareness Month  
National Ergonomics Month  
National Fair Trade Month  
National Work and Family Month  
Positive Attitude Month  
Right Brainers Rule! Month  
Self-Promotion Month  
Workplace Politics Awareness Month

### WEEKLY HOLIDAYS and OBSERVANCES

National Work From Home Week, October 1-7 (First Full Week)  
Customer Service Week, October 2-6 (First Mon-Fri Week)  
Drive Safely Work Week, October 2-6 (Monday to Friday of First Full Week)  
Financial Planning Week, October 2-8 (First Monday to Sunday Week)  
Veterinary Technicians Week (National Vet Tech Week), October 15-21  
Medical Assistants Recognition Week, October 15-21 (Third Full Week)

National Business Women's Week, October 15-21 (Third Full Week)  
National Save For Retirement Week, October 15-21 (Third Full Week)

## **NATIONAL DAYS**

National Name Your Car Day, October 2  
National Techies Day #TechiesDay, October 3  
National Manufacturing Day, October 6  
National Kick Butt Day, October 9  
Native American Day, October 9  
Columbus Day, October 9  
National Farmer's Day, October 12  
National Train Your Brain Day, October 13  
Boss's Day (or National Boss's Day), October 16  
National Clean Your Virtual Desktop Day, October 16  
Support Your Local Chamber of Commerce, October 18  
Medical Assistants Recognition Day, October 18  
National Get Smart About Credit Day, October 19  
Get to Know Your Customers Day #GetToKnowYourCustomersDay, October 19  
World Statistics Day #StatisticsDay, October 20  
Sweetest Day, October 21  
National Cat Day #NationalCatDay, October 29  
Halloween, October 31

# **NOVEMBER 2017**

## **MONTHLY HOLIDAYS AND OBSERVANCES**

National Inspirational Role Models Month

## **WEEKLY HOLIDAYS and OBSERVANCES**

International Fraud Awareness Week, November 19-25  
Better Conversation Week, November 19-25  
National Deal Week, November 22-28

## **NATIONAL DAYS**

National Stress Awareness Day #StressAwarenessDay, November 4  
Daylight Saving Time Ends (U.S.), November 5  
National Cappuccino Day, November 8  
Veterans Day, November 11 (observed November 10)  
Singles' Day, November 11  
Thanksgiving Day, November 23  
Black Friday, November 24  
Small Business Saturday #ShopSmall, November 25  
Cyber Monday, November 27

National Day of Giving, November 28  
Electronic Greetings Day, November 29  
Computer Security Day, November 30  
Stay Home Because You're Well Day, November 30

## DECEMBER 2017

### MONTHLY HOLIDAYS AND OBSERVANCES

National Tie Month  
National Write a Business Plan Month

### WEEKLY HOLIDAYS and OBSERVANCES

Kwanzaa, December 26-January 1  
Chanukah, December 12 -20

### NATIONAL DAYS

National Pawnbrokers Day, December 6  
Miners Day, December 6  
Chanukah Begins, December 12  
National Ugly Christmas Sweater Day, December 15  
Free Shipping Day, December 15  
Christmas Eve, December 24  
Christmas, December 25  
National Thank You Note Day, December 26  
Boxing Day (Canada), December 26  
No Interruptions Day #NoInterruptionsDay, December 29  
Tick Tock Day, December 29  
Make Up Your Mind Day, December 31  
New Year's Eve, December 31

## JANUARY 2018

### MONTHLY HOLIDAYS AND OBSERVANCES

National Hobby Month  
National Mentoring Month

### NATIONAL DAYS

New Year's Day, January 1  
National Personal Trainer Awareness Day, January 2

Clean Off Your Desk Day #CleanOffYourDeskDay, January 8  
National Trivia Day #NationalTriviaDay, January 9  
Martin Luther King, Jr. Day #MLKDay, January 15  
Get to Know Your Customers Day #GetToKnowYourCustomersDay, January 18  
National Compliment Day #NationalComplimentDay, January 24  
Data Privacy Day #PrivacyAware, January 28

## FEBRUARY 2018

### MONTHLY HOLIDAYS AND OBSERVANCES

Free and Open Source Software Month

### NATIONAL DAYS

Groundhog Day, February 2  
Super Bowl Sunday #SB52, February 4  
Inventors Day #InventorsDay, February 11  
National Clean Out Your Computer Day, February 12  
Safer Internet Day U.S., February 13  
Mardi Gras #MardiGras, February 13  
Valentine's Day #ValentinesDay, February 14  
Chinese New Year #YearOfTheDog, February 16  
Presidents Day #PresidentsDay, February 19  
Love Your Pet Day #LoveYourPetDay, February 20

## MARCH 2018

### MONTHLY HOLIDAYS AND OBSERVANCES

National Craft Month  
National Credit Education Month  
National Nutrition Month

### NATIONAL DAYS

National Employee Appreciation Day, March 2  
National Salesperson Day, March 2  
International Women's Day, March 8  
National Proofreading Day, March 8  
Daylight Saving Time (U.S.), March 11  
Tax Filing Deadline for S Corps and Partnerships - March 15  
St. Patrick's Day, March 17  
Spring Begins, March 20  
National Ag Day, March 20

National Puppy Day, March 23  
Palm Sunday, March 25  
National Mom and Pop Business Owners Day, March 29  
Good Friday, March 30  
National I Am in Control Day, March 30

## APRIL 2018

### MONTHLY HOLIDAYS AND OBSERVANCES

Stress Awareness Month  
Records and Information Management Month

### NATIONAL DAYS

April Fools' Day, April 1  
Easter, April 1  
National Wear Your Pajamas to Work Day, April 16  
Tax Day (1040, Schedule C, and C Corp filing deadline), April 17  
National Get to Know Your Customers Day #GetToKnowYourCustomersDay - April 19  
National Take a Chance Day, April 23  
National Administrative Professionals Day #AdministrativeProfessionalsDay, April 25  
National Take Our Daughters and Sons to Work Day #COUNTONME, April 26  
National Hairstylist Appreciation Day, April 30

## MAY 2018

### WEEKLY HOLIDAYS and OBSERVANCES

National Small Business Week, April 29 - May 5

### NATIONAL DAYS

May Day, May 1  
Law Day, May 1  
National Loyalty Day, May 1  
National Life Insurance Day, May 2  
World Password Day, May 3  
Cinco de Mayo, May 5  
Mother's Day, May 13  
Ramadan begins, May 15  
Memorial Day, May 28

## JUNE 2018

## **NATIONAL DAYS**

National Running Day, June 6  
Father's Day, June 17  
Summer Begins, June 21  
International Day of Yoga, June 21  
National Insurance Awareness Day, June 28  
National Camera Day, June 29  
Social Media Day, June 30

# **JULY 2018**

## **MONTHLY HOLIDAYS AND OBSERVANCES**

National Independent Retailer Month

## **NATIONAL DAYS**

Independence Day, July 4  
Amazon Prime Day [mid-July - exact date TBD]  
Get to Know Your Customers Day #GetToKnowYourCustomersDay, July 19  
National System Administrator Appreciation Day, July 27

# **AUGUST 2018**

## **WEEKLY HOLIDAYS and OBSERVANCES**

National Bargain Hunting Week, August 6-12  
National Farmers' Market Week, August 5-11  
National Fraud Awareness Week, August 5-11

## **NATIONAL DAYS**

National Bowling Day, August 11  
National Garage Sale Day, August 11  
National Thrift Shop Day, August 17  
National Mail Order Catalog Day, August 18  
National Dog Day #NationalDogDay, August 26

# **SEPTEMBER 2018**

## **MONTHLY HOLIDAYS AND OBSERVANCES**

National Courtesy Month  
National Preparedness Month  
Self-Improvement Month

## **WEEKLY HOLIDAYS and OBSERVANCES**

National Payroll Week, September 3-7 (First Week)  
Build A Better Image Week, September 16-22 (Third Full Week)  
National Indoor Plant Week, September 16-22 (Third Full Week)  
National Dog Week, September 23-29 (Always last week)  
National Love Your Files Week, September 17-21 (Third Full Monday to Friday Week)

## **NATIONAL DAYS**

U.S. Bowling League Day, September 3  
National Labor Day, September 3 (First Monday in September)  
National Wildlife Day, September 4  
National Newspaper Carrier Day, September 4  
National Beer Lover's Day, September 7  
Rosh Hashanah begins, September 9  
National Swap Ideas Day, September 10  
National Boss / Employee Exchange Day – Monday after Labor Day, September 11  
National Day of Encouragement, September 12  
National Programmers Day, September 13 (256th Day of the Year)  
National Tradesmen Day, September 15  
National IT Professionals Day, September 19  
American Business Women's Day, September 22  
Car Free Day, September 22  
Autumnal Equinox, September 22 (Changes annually)  
National Research Administrator Day, September 25  
National Situational Awareness Day, September 26  
World Tourism Day, September 27  
National Drink Beer Day, September 28  
National Coffee Day, September 29  
International Podcast Day, September 30  
National Mud Pack Day, September 30

# **OCTOBER 2018**

## **MONTHLY HOLIDAYS AND OBSERVANCES**

Emotional Intelligence Awareness Month  
Emotional Wellness Month



Employee Ownership Month  
Financial Planning Month  
Global Diversity Awareness Month  
International Strategic Planning Month  
National Bake and Decorate Month  
National Cookbook Month  
National Cyber Security Awareness Month  
National Disability Employment Awareness Month  
National Ergonomics Month  
National Fair Trade Month  
National Work and Family Month  
Positive Attitude Month  
Right Brainers Rule! Month  
Self-Promotion Month  
Workplace Politics Awareness Month

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Customer Service Week, October 1-5 (First Mon-Fri Week)  
Drive Safely Work Week, October 1-5 (Monday to Friday of First Full Week)  
Financial Planning Week, October 1-7 (First Monday to Sunday Week)  
Veterinary Technicians Week (National Vet Tech Week), October 14-20  
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Support Your Local Chamber of Commerce, October 17  
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International Fraud Awareness Week, November 18-24

National Deal Week, November 21-27

## NATIONAL DAYS

National Stress Awareness Day, November 4

Daylight Saving Time Ends (U.S.), November 4

National Cappuccino Day, November 8

Singles' Day, November 11

Veterans Day, November 11 (observed November 12)

Thanksgiving Day, November 22

Black Friday, November 23

Small Business Saturday #ShopSmall, November 24

Cyber Monday, November 26

National Day of Giving, November 27

Electronic Greetings Day, November 29

Computer Security Day, November 30

Stay Home Because You're Well Day, November 30

# DECEMBER 2018

## MONTHLY HOLIDAYS AND OBSERVANCES

National Tie Month

National Write a Business Plan Month

Operation Santa Paws (December 1-December 24)

## WEEKLY HOLIDAYS and OBSERVANCES

Kwanzaa, December 26-January 1

Chanukah December 12 -20

## NATIONAL DAYS

Chanukah Begins, December 2

National Pawnbrokers Day, December 6

Miners Day, December 6  
National Ugly Christmas Sweater Day, December 15  
Free Shipping Day, Mid December (changes annually)  
Christmas Eve, December 24  
Christmas, December 25  
National Thank You Note Day, December 26  
Boxing Day (Canada), December 26  
No Interruptions Day, December 28  
Tick Tock Day, December 29  
Make Up Your Mind Day, December 31  
New Year's Eve, December 31

So the next time you ask, “what national holiday is today?” you’ll never be without an answer.

Please note for the above list of national holidays, that some are repeated quarterly, such as Get to Know Your Customers Day. Other days or weeks change from year to year.

For ideas on how to use holidays and national days, weeks or months in marketing, read:

- [10 Ideas for How to Use National Holidays for Marketing](#)
- [Everyday is a Holiday: Are You Making the Most of Obscure Holidays?](#)
- [50 Tips for Marketing Your Business This Holiday Season](#)
- [Holiday Marketing Tips That Work All Year Round](#)
- [50 Main Street Local Marketing Ideas for the Holidays](#)