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2027 MARKETING CALENDAR

Key US retail and marketing dates

COMPANY | PREPARED BY | UPDATED

January

S	M	T	W	T	F	S
					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						

February

S	M	T	W	T	F	S
	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						

March

S	M	T	W	T	F	S
	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			

April

S	M	T	W	T	F	S
				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	

May

S	M	T	W	T	F	S
						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					

June

S	M	T	W	T	F	S
		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			

July

S	M	T	W	T	F	S
				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

August

S	M	T	W	T	F	S
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

S	M	T	W	T	F	S
			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		

October

S	M	T	W	T	F	S
					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						

November

S	M	T	W	T	F	S
	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				

December

S	M	T	W	T	F	S
			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	

Date	Retail / marketing date	Our campaign or plan
Fri, Jan 1	New Year's Day	
Mon, Jan 18	Martin Luther King Jr. Day	
Sat, Feb 6	Lunar New Year	
Tue, Feb 9	Mardi Gras	
Sun, Feb 14	Valentine's; Super Bowl	
Mon, Feb 15	Presidents' Day	
Wed, Mar 17	St. Patrick's Day	
Sun, Mar 28	Easter Sunday	
Thu, Apr 15	Tax Day (federal returns)	
Thu, Apr 22	Earth Day	
Wed, May 5	Cinco de Mayo	
Sun, May 9	Mother's Day	
Mon, May 31	Memorial Day	
Sat, Jun 19	Juneteenth (obs. Jun 18)	
Sun, Jun 20	Father's Day	
Sun, Jul 4	July 4th (obs. Jul 5)	
Jul - Sep	Back-to-school season	
Mon, Sep 6	Labor Day	
Sun, Oct 31	Halloween	
Thu, Nov 11	Veterans Day	
Thu, Nov 25	Thanksgiving	
Fri, Nov 26	Black Friday	
Sat, Nov 27	Small Business Saturday	
Mon, Nov 29	Cyber Monday	
Tue, Nov 30	Giving Tuesday	
Mon, Dec 13	Green Monday	
Fri, Dec 24	Christmas Eve; Hanukkah	
Sat, Dec 25	Christmas Day	
Fri, Dec 31	New Year's Eve	

● Key retail or marketing date (listed at right)

Prime Day is not listed because Amazon announces it each year. Dates checked Nov 2026; confirm local and industry dates for your business.