

# THE 2019 RETAIL MARKETING & PROMOTION PLANNING CALENDAR

Key dates to consider as a business in 2019.

## JANUARY

**National Blood Donors Month**

- 1** New Year's Day
- 6** Epiphany
- 21** Martin Luther King Jr. Day

## FEBRUARY

**Black History Month**  
**American Heart Month**

- 1** National Freedom Day
- 2** Groundhog Day
- 3** Super Bowl
- 5** Lunar New Year
- 14** Valentine's Day
- 18** President's Day

## MARCH

**Women's History Month**  
**National Nutrition Month**

- 5** Mardi Gras
- 6** Ash Wednesday
- 10** Daylight Savings Time Begins
- 17** St. Patrick's Day

## APRIL

**Sexual Assault Awareness Month**  
**Autism Awareness Month**  
**National Volunteer Month**

- 1** April Fools Day
- 15** Tax Day
- 19** Passover Begins
- 21** Easter Sunday
- 22** Earth Day
- 26** Arbor Day

## MAY

**Asian American Heritage Month**  
**Jewish American Heritage Month**  
**Mental Health Awareness**  
**National Bike Month**

- 5** Cinco de Mayo
- 6** Ramadan Begins
- 12** Mothers Day
- 15** Ramadan Begins
- 27** Memorial Day

## JUNE

**LGBT Pride Month**  
**Men's Health Month**  
**Brain Awareness Month**

- 5** World Environment Day
- 5** Eid-ul-Fitr
- 14** Flag Day
- 16** Father's Day
- 19** Juneteenth

## JULY

**National Cell Phone Month**

- 4** Independence Day
- 28** Parents Day

## AUGUST

**Back to School Events**  
**National Family Fun Month**  
**Children's Eye Health Safety Month**  
**National Immunization Month**

- 7** National Night Out™
- 12** International Youth Day
- 12** Eid-al-Adha
- 19** World Humanitarian Day
- 26** Women's Equality Day

## SEPTEMBER

**Hispanic Heritage Month**  
**National Food Safety Month**

- 2** Labor Day
- 8** National Grandparents Day
- 11** Patriot Day
- 30** Rosh Hashanah

## OCTOBER

**Arts & Humanities Month**  
**AIDS Awareness Month**  
**LGBT History Month**  
**Dental Hygiene Month**  
**Breast Cancer Awareness Month**

- 7** Child Health Day
- 14** Indigenous People / Columbus Day
- 27** Diwali
- 31** Halloween

## NOVEMBER

**Indian American Heritage Month**  
**November**  
**Adoption Awareness Month**

- 3** Daylight Savings Time Ends
- 11** Veterans Day
- 28** Thanksgiving Day
- 29** Black Friday

## DECEMBER

**World Aids Month**  
**Universal Human Rights Month**

- 2** Cyber Monday
- 23** Chanukah Begins
- 24** Christmas Eve
- 25** Christmas Day
- 26** Kwanzaa
- 31** New Year's Eve