

Key Marketing Dates

April 2015		
4/1	April Fools Day	National Poetry Month
4/2	World Autism Day	National STDS Education and Awareness
4/3	Good Friday	Sexual Assault Awareness and Prevention
4/4-4/11	Passover	National Autism Awareness
4/5	Easter Sunday	Stress Awareness Month
4/9-4/12	Masters Tournament (beginning of golf season)	National Donate Life Month
4/12	Orthodox Easter	
4/15	Tax Day	
4/18	Good Friday	
4/20	Patriot's Day	
4/22	Earth Day	
4/24	Arbor Day	
May 2015		
5/1	May Day	National Bike Month
5/5	Cinco de Mayo	National Physical Fitness and Sports
5/5	National Teacher Day	Mental Health Awareness Month
5/10	Mothers' Day	Jewish American Heritage Month
5/16	Armed Forces Day	Healthy Vision Month
5/25	Memorial Day	Ultraviolet Awareness Month
TBD	NFL Draft	Arthritis Awareness Month
		National Mobility Awareness Month
June 2015		
6/14	Flag Day	National Safety Month
6/18	International Picnic Day	Caribbean-American Heritage Month
6/18	Ramadan Begins	Black Music Month
6/21	June Solstice	Men's Health Month
6/21	Father's Day	Cataract Awareness Month
July 2015		
7/1	Canada Day	UV Safety Month
7/4	Independence Day	National Picnic Month
7/14	Bastille Day	National Parks Month
7/14	MLB All Star Game	Juvenile Arthritis Awareness Month
7/26	Parents' Day	Cord Blood Awareness Month
August 2015		
8/2	National Mustard Day	National Immunization Awareness Month
8/3	International Friendship Day	Children's Eye Health & Safety Month
8/13	International Left Hander's Day	
8/26	Women's Equality Day	
September 2015		
9/7	Labor Day	National Cholesterol Education
9/3, 6, 7	NFL Kickoff Weekend	National Alcohol and Drug Addiction Recovery Month
9/13	Rosh Hashana	National Honey Month
9/23	September equinox	National School Success Month
9/27	Family Health & Fitness Day USA	Whole Grains Month
		Prostate Cancer Awareness Month
		Leukemia & Lymphoma Awareness
October 2015		
10/4	Yom Kippur	Breast Cancer Awareness Month
10/1-10/6	Sukkot	Domestic Violence Awareness
10/12	Columbus Day	National Apple Month
10/14	Islamic New Year	National Physical Therapy Month
10/24	United Nations Day	Eye Safety & Injury Prevention Month
10/31	Halloween	

Key Marketing Dates

November 2015		
11/1	All Saints Day	Movember Men's Health Awareness Month
11/1	Daylight Saving Time ends	American Diabetes Month
11/3	Election Day	Lung Cancer Awareness Month
11/11	Veterans Day	Native American Indian Heritage
11/19	Great American Smokeout	National Family Caregivers Month
11/26	Thanksgiving Day	
11/27	Black Friday	
11/28	Small Business Saturday	
11/30	Cyber Monday	
December 2015		
12/1	World Aids Day	Universal Human Rights Month
12/6	Chanukah/Hanukkah (first day)	Safe Toys and Gifts Month
12/10	Human Rights Day	
12/14	Last Day of Chanukah	
12/22	December Solstice	
12/24	Christmas Eve	
12/25	Christmas Day	
12/26	Boxing Day	
12/26-1/1	Kwanza	
12/31	New Year's Eve	
January 2016		
1/1	New Year's Day	National Mentoring Month
1/7	Orthodox Christmas	National Stalking Awareness
1/14	Orthodox New Year	National Slavery and Human Trafficking Prevention
1/26	Australia Day	Cervical Health Awareness Month
		National Blood Donor Month
		Birth Defects Prevention Month
February 2016		
2/2	Groundhog Day	National African American History Month
2/7	Super Bowl 50	National Children's Dental Health
2/8	Lunar New Year	National Teen Dating Violence Awareness Month
2/9	Fat Tuesday	American Heart Month
2/10-3/24	Lent begins w. Ash Wednesday	
2/14	Valentine's Day	
2/15	President's Day	