


# FEBRUARY 2026 SALES OPPORTUNITY CALENDAR

Talk to your clients about upcoming holidays and events to secure promo orders for planned campaigns and promotions.


SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		<b>ALL MONTH</b>  Black History Month	<b>ALL MONTH</b>  Psychology Month			
<b>1</b>  Winterlude Begins	<b>2</b>  Groundhog Day	<b>3</b>	<b>4</b>  World Cancer Day	<b>5</b>	<b>6</b>  National Wear Red Day	<b>7</b>
<b>8</b>  Football Championship Game	<b>9</b>	<b>10</b>	<b>11</b>  International Day of Women & Girls in Science	<b>12</b>	<b>13</b>	<b>14</b>  Valentine's Day
<b>15</b>  Flag Day	<b>16</b>  Family Day & Heritage Day	<b>17</b>  Lunar New Year; Ramadan Begins	<b>18</b>	<b>19</b>	<b>20</b>  National Love Your Pet Day	<b>21</b>
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>


## HOW TO MAKE THE SALE


Reach out to your clients with smart product recommendations perfect for each holiday or event.

 **ALL MONTH BLACK HISTORY MONTH:** Recommend promos from Black-owned businesses or educational materials that celebrate Black history and culture – ideal for speaker events, fundraisers or community outreach.


 **ALL MONTH PSYCHOLOGY MONTH:** Help schools and healthcare organizations support mental health and spread awareness of available services with branded stress relievers, journals and informational handouts.


 **2/1 WINTERLUDE BEGINS:** Ottawa-based businesses can make new brand advocates of tourists and visitors with logoed winter giveaways like scarves, gloves and beanies.


 **2/2 GROUNDHOG DAY:** Clients can embrace the seasonal shift with sustainable seeded promos for spring or branded hand warmers, beanies or scarves for extra weeks of winter.


 **2/4 WORLD CANCER DAY:** Help nonprofits and healthcare clients spread awareness with purple wristbands, lanyards or pamphlets filled with resource information or inspirational stories.

 **2/6 NATIONAL WEAR RED DAY:** Red branded apparel and accessories are perfect to present for this important awareness event supporting women's heart health.


 **2/8 FOOTBALL CHAMPIONSHIP GAME:** Schools and sports organizations, as well as bars and restaurants can join the excitement of the big game with football-themed giveaways or branded drinkware and tableware.


 **2/11 INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE:** Schools and colleges, technology companies and pharmaceutical groups can support women in STEM with branded tools like calculators, USB drives and power banks.


 **2/14 VALENTINE'S DAY:** Help clients across all sectors show some love with fun, heart-shaped products like stress relievers, magnets or keychains – perfect for employee recognition or customer gifts.

 **2/15 FLAG DAY:** Businesses can showcase their proud Canadian background with branded items like pins, tote bags and apparel decked out with the Canadian flag.

 **2/16 FAMILY DAY & HERITAGE DAY:** Help clients celebrate Canada's history and culture with made-in-Canada promos families can enjoy together, such as cozy blankets and branded picnic sets.

 **2/17 LUNAR NEW YEAR:** Help businesses celebrate this multicultural festival with branded red envelopes for small employee or customer gifts or red and gold lunar calendars, cards and fans.

 **2/17 RAMADAN BEGINS:** Clients can support observance of this approximately month-long holiday focused on fasting and reflection with custom crescent moon-shaped lanterns and candle holders or thoughtful gift sets.

 **2/20 NATIONAL LOVE YOUR PET DAY:** Reach out to veterinarians, shelters and groomers to sell promos that promote pet wellness and adoption with branded bandanas, collars and leashes.