

2020

# NATIONAL & GLOBAL HOLIDAY

## Marketing Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
			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	

JAN

- 1. New Year's Day
- 1. National Hangover Day
- 9. National Law Enforcement Appreciation Day
- 20. National Cheese Lover's Day
- 25. Lunar New Year

Alzheimer's Awareness Month

SUN	MON	TUE	WED	THU	FRI	SAT
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

FEB

- 2. Super Bowl LIV
- 2. National Tater Tot Day
- 2. Groundhog Day
- 4. World Cancer Day
- 10. National Umbrella Day
- 14. Valentine's Day
- 15. Flag of Canada Day
- 17. Family Day (AB, BC, NB, ON, SK)
- 17. Islander Day (PE)
- 17. Louis Riel Day (MB)
- 17. Nova Scotia Heritage Day
- 25. Mardi Gras
- 25. Shrove Tuesday

Black History Month

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

MAR

- 1. National Peanut Butter Lover's Day
- 6. National Oreo Cookie Day
- 8. Daylight Savings
- 8. International Women's Day
- 9. Commonwealth Day
- 14. Pi Day
- 17. St. Patrick's Day
- 19. First Day of Spring
- 20. World Storytelling Day
- 28. National Weed Appreciation Day

SUN	MON	TUE	WED	THU	FRI	SAT
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APR

- 1. April Fool's Day
- 2. National Peanut Butter and Jelly Day
- 2. World Autism Awareness Day
- 6. National Tartan Day
- 7. World Health Day
- 9. Vimy Ridge Day
- 10. Good Friday
- 12. Easter Sunday
- 16. National Wear Your Pajamas to Work Day
- 20. St. George's Day (NL)
- 29. International Dance Day

SUN	MON	TUE	WED	THU	FRI	SAT
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24/31	25	26	27	28	29	30

MAY

- 1. May Day
- 4. Star Wars Day
- 6. National Nurses Day
- 10. Mother's Day
- 11. Start of National Nurses Week
- 18. Victoria Day
- 18. Patriots' Day (QC)
- 25. National Wine Day

Asian Heritage Month

SUN	MON	TUE	WED	THU	FRI	SAT
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JUN

- 1. National Go Barefoot Day
- 2. National Cancer Survivors Day
- 8. Best Friends Day
- 15. Start of Men's Health Week
- 15. National Flip Flop Day
- 19. National Martini Day
- 20. First Day of Summer
- 21. Father's Day
- 21. National Indigenous Peoples Day
- 21. World Selfie Day
- 22. Discovery Day (NL)
- 24. St. Jean Baptiste Day (QC)
- 27. National Sunglasses Day

ALS Awareness Month

SUN	MON	TUE	WED	THU	FRI	SAT
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JUL

- 1. Canada Day
- 1. Memorial Day (NL)
- 3. National Eat Your Beans Day
- 13. Orangemen's Day (NL)
- 17. World Emoji Day
- 20. National Lollipop Day
- 27. Korean War Veterans Day
- 29. National Lipstick Day
- 30. International Day of Friendship

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23/30	24/31	25	26	27	28	29

AUG

- 2. National Colouring Book Day
- 3. British Columbia Day (BC)
- 3. Civic Holiday (NT, NU, ON)
- 3. Heritage Day (AB)
- 3. New Brunswick Day (NB)
- 3. Natal Day (NS)
- 3. Saskatchewan Day (SK)
- 3. Terry Fox Day (MB)
- 4. National Chocolate Chip Cookie Day
- 5. Regatta Day (NL)
- 7. International Beer Day
- 9. National Peacekeepers' Day
- 12. National Middle Child Day
- 13. International Lefthanders Day
- 15. National Acadian Day
- 19. World Photo Day
- 21. Gold Cup Parade Day (PE)

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SEP

- 5. International Day of Charity
- 5. National Cheese Pizza Day
- 7. Labour Day
- 8. International Literacy Day
- 9. National Teddy Bear Day
- 12. National Video Games Day
- 21. International Day of Peace
- 22. First Day of Fall
- 29. International Coffee Day

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OCT

- 1. National Seniors Day
- 4. National Taco Day
- 10. World Mental Health Day
- 12. Thanksgiving Day
- 18. Persons Day
- 18. Healthcare Aide Day (BC, MB)
- 20. World Statistics Day
- 21. National Pumpkin Cheesecake Day
- 24. National Food Day
- 31. Halloween

Women's History Month, Breast Cancer Awareness Month

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NOV

- 1. Daylight Saving Time Ends
- 4. National Candy Day
- 5. National Doughnut Day
- 11. Remembrance Day
- 13. World Kindness Day
- 14. Diwali / Festival of Lights
- 14. World Diabetes Day
- 15. National Philanthropy Day
- 21. National Red Mitten Day
- 27. Black Friday
- 30. Cyber Monday

Diabetes Awareness Month

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DEC

- 1. Giving Tuesday
- 1. World AIDS Day
- 4. National Sock Day
- 5. World Soil Day
- 10. Human Rights Day
- 10. First Day of Hanukkah
- 17. National Maple Syrup Day
- 21. First Day of Winter
- 24. Christmas Eve
- 25. Christmas Day
- 26. First Day of Kwanzaa
- 26. Boxing Day
- 31. New Year's Eve

Capitalize on these holidays by marketing them on your ASI Canada®'s ESP Website™ or sending an email through the free ASI Canada's ESP® Email Marketing tool.

To learn how, call your account manager at (800) 546-1350.