### JANUARY
- **January 1**: New Years Day
- **January 4**: Trivia Day
- **January 8**: BCS National Title Game
- **January 12**: National Hot Tea Day
- **January 15**: Martin Luther King Day
- **January 19**: National Hugging Day
- **January 20**: National Handwriting Day
- **January 21**: National Pie Day
- **January 23**: National Compliment Day
- **January 27**: National Seed Swap Day
- **January 28**: Super Bowl

### FEBRUARY
- **February 12**: President’s Day
- **February 12-18**: Administrative Professionals Week
- **February 13**: FAT Tuesday
- **February 14**: Valentine’s Day
- **February 14**: National Donor Day
- **February 23**: National Chili Day

### MARCH
- **March 1**: National Caffeine Awareness Month
- **March 2**: Groundhog Day
- **March 4**: Paczki Day
- **March 7**: National Pancake Day
- **March 11**: Daylight Savings Time Starts
- **March 12**: Check Your Batteries Day
- **March 13**: Organize Your Home Office Day
- **March 13**: Open an Umbrella Indoors Day
- **March 16**: Lips Appreciation Day
- **March 17**: St. Patrick’s Day
- **March 17**: National Quilting Day
- **March 29**: National Mom and Pop Business Owners Day
- **March 30**: Good Friday
- **March 30**: Passover Begins

### APRIL
- **April 1**: Easter
- **April 5**: National Deep Dish Pizza Day
- **April 7**: Passover Ends
- **April 10**: National Siblings Day
- **April 12**: National Licorice Day
- **April 15-21**: National Karaoke Week
- **April 17**: Tax Day
- **April 22**: Earth Day
- **April 22**: National Jelly Bean Day
- **April 23-27**: Administrative Professionals Week
- **April 25**: Administrative Professionals Day

### MARCH
- **March 1**: National Caffeine Awareness Month
- **March 2**: Groundhog Day
- **March 4**: Paczki Day
- **March 7**: National Pancake Day
- **March 11**: Daylight Savings Time Starts
- **March 12**: Check Your Batteries Day
- **March 13**: Organize Your Home Office Day
- **March 13**: Open an Umbrella Indoors Day
- **March 16**: Lips Appreciation Day
- **March 17**: St. Patrick’s Day
- **March 17**: National Quilting Day
- **March 29**: National Mom and Pop Business Owners Day
- **March 30**: Good Friday
- **March 30**: Passover Begins

### 2018 Retail Promotions Calendar
- **May 1**: May Day
- **May 5**: Cinco de Mayo
- **May 8**: National Teacher Day
- **May 11**: Eat What You Want Day
- **May 13**: Mother’s Day
- **May 18**: National Bike to Work Day
- **May 28**: Memorial Day
- **May**: Get Caught Reading Month
- **May**: Gifts from the Garden Month
- **May**: National Barbecue Month
- **May**: National Bike Month
- **May**: National Good Car Keeping Month
- **May**: National Hamburger Month
- **May**: National Photo Month
- **May**: National Physical Fitness & Sports Month
- **May**: National Salad Month
- **May**: National Sweet Vidalia Month
- **May**: National Vinegar Month
- **May**: National Day
- **May**: Cinco de Mayo
- **May**: Teacher Day
- **May**: Eat What You Want Day
- **May**: Mother’s Day
- **May**: National Bike to Work Day
- **May**: Memorial Day

### JUNE
- **June**: National Caffeine Awareness Month
- **June**: Groundhog Day
- **June**: Daylight Savings Time Starts
- **June**: Check Your Batteries Day
- **June**: Organize Your Home Office Day
- **June**: Open an Umbrella Indoors Day
- **June**: Lips Appreciation Day
- **June**: St. Patrick’s Day
- **June**: National Quilting Day
- **June**: National Mom and Pop Business Owners Day
- **June**: Good Friday
- **June**: Passover Begins

### JUNE
- **June 1**: National Donut Day
- **June 3-9**: National Business Etiquette Week
- **June 8**: Best Friend’s Day
- **June 10-16**: National Automotive Service Professionals Week
- **June 12-18**: National Flag Week
- **June 14**: Flag Day
- **June 21**: Father’s Day
- **June 28**: Great American Backyard Campout
JULY
July Cell Phone Courtesy Month
July National Grilling Month
July National Horseradish Month
July National Hot Dog Month
July National Ice Cream Month
July 3 Red, White & Boom, Columbus OH
July 3-Aug 15 Air Conditioning Appreciation Days
July 4 Independence Day
July 15 National Ice Cream Day
July 22 Parents Day
July 24 National Drive-Thru Day
July 31 National Chili Dog Day

AUGUST
August American Adventures Month
August Boomers Making a Difference Month
August National Immunization Awareness Month
August Shop Online for Groceries Month
August 1 Girlfriend's Day
August 4 National Mustard Day
August 5 Sisters' Day
August 9 National Garage Sale Day
August 15 National Relaxation Day
August 29 More Herbs, Less Salt Day

SEPTEMBER
September Fall Hat Month
September Low Fat Pizza Bake Month
September National Bake & Decorate Month
September National Coupon Month
September National Honey Month
September National Mushroom Month
September National Rice Month
September National Whole Grains Month
September 2-8 National Waffle Week
September 3 Labor Day
September 9 National Grandparents Day
September 9 Rosh Hashanah
September 18 Yom Kippur
September 21-27 National Clean Hands Week
September 22 Family Day – Be Involved. Stay Involved
September 23-29 National Keep Kids Creative Week

OCTOBER
October Go Hog Wild – Eat Country Ham Month
October National Bake and Decorate Month
October National Breast Cancer Awareness Month
October National Dental Hygiene Month
October National Popcorn Poppin' Month
October National Roller Skating Month
October Spinach Lovers Month
October Talk About Prescriptions Month
October Vegetarian Month
October 7-13 Fire Prevention Week
October 8 National Pierogi Day
October 8 Columbus Day
October 10 National Cake Decorating Day
October 16 National Boss Day
October 20 Sweetest Day
October 28 Mother-in-Law Day
October 31 Halloween

NOVEMBER
November National Georgia Pecan Month
November Peanut Butter Lovers’ Month
November 3 National Sandwich Day
November 4 Daylight Savings Time Ends
November 6 Election Day
November 8 Cook Something Bold and Pungent Day
November 11 Veteran's Day
November 15 National Bundt Day
November 17 Homemade Bread Day
November 22 Thanksgiving Day
November 23 Black Friday
November 26 Cyber Monday

DECEMBER
December 2 Advent Begins
December 3 First Day of Hanukkah
December 7 National Pearl Harbor Remembrance Day
December 12 Poinsettia Day
December 24 Christmas Eve
December 25 Christmas Day
December 31 New Year's Eve

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