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2026 Marketing Calendar

January 2026

Month Celebrations:

- Creativity Month
- Walk Your Dog Month
- Veggie Challenge Month

Month Marketing Dates:

3rd January – Festival of Sleep Day
4th January – World Braille Day
7th January – International Programmers' Day
10th January – Houseplant Appreciation Day
15th January – National Hat Day
22nd January – Celebration of Life Day
28th January – Data Privacy Day
30th January – National Croissant Day

February 2026

Month Celebrations:

- Time to Talk Month (UK)
- Boost Your Self-Esteem Month

Month Marketing Dates:

1st February – National Serpent Day
4th February – World Cancer Day
6th February – Pay a Compliment Day
11th February – International Day of Women & Girls in Science
13th February – Galentine's Day
15th February – Singles Awareness Day
20th February – World Day of Social Justice
22nd February – World Thinking Day
29th February – Leap Day

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March 2026

Month Celebrations:
• National Craft Month
• Nutrition Month

Month Marketing Dates:

3rd March – World Wildlife Day
6th March – National Dentist Day
9th March – Get Over It Day
11th March – National No Smoking Day (UK)
12th March – Plant a Flower Day
15th March – World Sleep Day
19th March – World Social Work Day
22nd March – World Water Day
27th March – International Scribble Day
30th March – Take a Walk in the Park Day

April 2026

Month Celebrations:

• Stress Awareness Month
• National Garden Month
• Fresh Air Month

Month Marketing Dates:

2nd April – World Autism Awareness Day
7th April – World Health Day
9th April – National Unicorn Day
11th April – Pet Day
15th April – Titanic Remembrance Day
19th April – National Garlic Day
24th April – Stop Food Waste Day
26th April – World Intellectual Property Day
30th April – Honesty Day

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May 2026

Month Celebrations:

- National Smile Month
- Foster Care Fortnight (UK)

Month Marketing Dates:

1st May – International Workers' Day
3rd May – World Laughter Day
7th May – World Password Day
9th May – Europe Day
10th May – National Shrimp Day
12th May – International Nurses Day
15th May – International Day of Families
21st May – World Meditation Day
23rd May – World Turtle Day
31st May – World No Tobacco Day

June 2026

Month Celebrations:

- Pride Month
- Great Outdoors Month

Month Marketing Dates:

2nd June – Leave the Office Early Day
5th June – World Environment Day
8th June – World Oceans Day
11th June – National Corn on the Cob Day
14th June – World Blood Donor Day
19th June – National Refill Day (UK)
20th June – World Refugee Day
22nd June – National Chocolate Éclair Day
30th June – World Social Media Day

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July 2026

Month Celebrations:

- Plastic Free July
- National Picnic Month

Month Marketing Dates:

1st July – International Joke Day
4th July – Alice in Wonderland Day
9th July – Fashion Day
11th July – World Population Day
17th July – World Emoji Day
20th July – Moon Landing Anniversary
24th July – International Self-Care Day
30th July – International Day of Friendship

August 2026

Month Celebrations:

- Happiness Happens Month
- Family Fun Month

Month Marketing Dates:

2nd August – National Colouring Book Day
4th August – National Chocolate Chip Cookie Day
10th August – Lazy Day
12th August – International Youth Day
15th August – National Relaxation Day
19th August – World Photography Day
23rd August – International Day for Remembrance of Slave Trade
30th August – Beach Day

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September 2026

Month Celebrations:

- Organic September
- Self-Improvement Month

Month Marketing Dates:

1st September – World Letter Writing Day
4th September – Wildlife Day (UK)
8th September – International Literacy Day
12th September – National Chocolate Milkshake Day
15th September – International Day of Democracy
21st September – International Day of Peace
23rd September – First Day of Autumn
26th September – European Day of Languages
29th September – National Coffee Day

October 2026

Month Celebrations:

- Black History Month (UK)
- Breast Cancer Awareness Month

Month Marketing Dates:

2nd October – World Farm Animals Day
4th October – World Animal Day
6th October – National Poetry Day (UK)
8th October – World Octopus Day
15th October – Global Handwashing Day
20th October – International Sloth Day
24th October – United Nations Day
29th October – National Cat Day (UK)
30th October – Checklist Day
31st October – Halloween

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November 2026

Month Celebrations:

- National Novel Writing Month
- Men's Health Awareness (Movember)

Month Marketing Dates:

3rd November – Stress Awareness Day (UK)
6th November – National Nachos Day
9th November – World Freedom Day
13th November – World Kindness Day
17th November – World Prematurity Day
20th November – Universal Children's Day
23rd November – Espresso Day
29th November – Giving Tuesday

December 2026

Month Celebrations:

- Advent
- Party Season

Month Marketing Dates:

4th December – National Sock Day
6th December – St Nicholas Day
8th December – Pretend to Be a Time Traveller Day
13th December – Christmas Jumper Day
16th December – Chocolate Covered Anything Day
21st December – Winter Solstice
24th December – Christmas Eve
25th December – Christmas Day
31st December – New Year's Eve