

January

S	M	T	W	T	F	S
				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
Jan 19 – Martin Luther King Jr. Day
Jan 19 – NCAA Football Championship Game

Monthly highlights:

- Dry January (wellness theme)
- Financial Wellness Month

February

S	M	T	W	T	F	S
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

Feb 1 – Grammy Awards
Feb 6–22 – Winter Olympics
Feb 8 – Super Bowl LX
Feb 14 – Valentine's Day
Feb 15 – NASCAR Daytona 500
Feb 17 – Mardi Gras

Monthly highlights:

- Black History Month
- American Heart Month

March

S	M	T	W	T	F	S
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	1	2	3	4

Mar 8 – International Women's Day
Mar 15 – Apr 6 – NCAA March Madness
Mar 15 – Academy Awards
Mar 17 – St. Patrick's Day
Mar 20 – First Day of Spring
Mar 25 – MLB Opening Day

Monthly highlights:

- IAB NewFronts / Upronts Season (expected mid-month)
- Women's History Month
- Nutrition Month
- Spring Break travel peak

April

S	M	T	W	T	F	S
			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	1	2

Apr 1 – April Fool's Day
Apr 5 – Easter Sunday
Apr 6–12 – Masters Tournament
Apr 13 – WNBA Draft
Apr 18 – May – NBA playoffs
Apr 22 – Earth Day

Monthly highlights:

- Stress Awareness Month
- Volunteer Month

May

S	M	T	W	T	F	S
					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

May 2 – Kentucky Derby
May 5 – Cinco de Mayo
May 10 – Mother's Day
May 25 – Memorial Day
May – WNBA Season Starts

Monthly highlights:

- Mental Health Awareness Month
- Asian American and Pacific Islander (AAPI) Heritage Month

June

S	M	T	W	T	F	S
31	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	1	2	3	4

Jun 11 – July 19 – FIFA World Cup
Jun 14 – Flag Day
Jun 15–21 – US Open Championship
Jun 19 – Juneteenth
Jun 21 – Father's Day / First Day of Summer
June – Stanley Cup Finals (Dates TBD)

Monthly highlights:

- Pride Month
- Men's Health Month
- Summer travel begins

July

S	M	T	W	T	F	S
28	29	30	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	1

Jun 11 – July 19 – FIFA World Cup
Jul 4 – Independence Day

Monthly highlights:

- National Ice Cream Month
- Summer travel
- Amazon Prime Day Shopping Event (TBD on date)

August

S	M	T	W	T	F	S
26	27	28	29	30	31	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	1	2	3	4	5

Aug 30 – Sep 13 – US Open Tennis Tournament

Monthly highlight:

- Back-to-school season

September

S	M	T	W	T	F	S
30	31	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	1	2	3

Sep 7 – Labor Day
Sep 10 – NFL Season Begins
Aug 30 – Sep 13 – US Open Tennis Tournament
Sep 14 – Emmy Awards
Sep 22 – First Day of Fall
Sep – NHL Season Begins
Sep – WNBA Playoffs Begins

Monthly highlights:

- Hispanic Heritage Month (Sept 15 – Oct 15)
- Self-Improvement Month

October

S	M	T	W	T	F	S
27	28	29	30	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

Oct 12 – Indigenous Peoples' Day
Oct 23 – MLB World Series Begins
Oct 31 – Halloween

Monthly highlight:

- Breast Cancer Awareness Month
- Amazon Prime Day Shopping Event (TBD on date)

November

S	M	T	W	T	F	S
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	1	2	3	4	5

Nov 3 – US Midterm Election Day
Nov 11 – Veterans Day
Nov 26 – Thanksgiving
Nov 27 – Black Friday
Nov 28 – Small Business Saturday
Nov 30 – Cyber Monday

Monthly highlights:

- Native American Heritage Month
- Gratitude Month

December

S	M	T	W	T	F	S
29	30	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	1	2

Dec 1 – Giving Tuesday
Dec 21 – First Day of Winter
Dec 25 – Christmas Day
Dec 31 – New Year's Eve

Monthly highlight:

- Holiday travel & shopping seasonal peak