

RETAIL MARKETING

2025 CALENDAR

JANUARY 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 New Year's Day	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20 Martin Luther King Day	21	22	23	24	25
26	27 Chocolate Cake Day	28	29 Chinese New Year	30	31	

FEBRUARY 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Black History Month
2 Groundhog Day	3	4	5	6	7	8
9 Super Bowl Sunday	10	11	12 Lincoln's Birthday	13	14 Valentine's Day	15
16	17 Presidents' Day	18	19	20	21	22
23	24	25	26	27	28	

MARCH 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 Mardi Gras / Fat Tuesday	5	6	7	8 International Women's Day
9 Daylight Savings Start	10	11	12	13	14	15
16	17 St. Patrick's Day	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 April Fool's Day	2	3	4	5
6	7	8	9	10 Siblings Day	11 National Pet Day	12 Passover begins
13	14	15	16	17	18 Good Friday	19
20 Easter	21 Easter Monday	22 Earth Day	23	24	25	26
27	28	29	30			

MAY 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4 Star Wars Day	5 Cinco de Mayo	6	7	8	9	10
11 Mother's Day	12	13	14	15	16	17 Armed Forces Day
18	19	20	21	22	23	24
25	26 Memorial Day	27	28	29	30	31

JUNE 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Graduation Season begins / Pride Month	2	3	4	5	6	7
8 Pentecost	9 Pentecost Monday	10	11	12	13	14 Flag Day
15 Father's Day	16	17	18	19 Juneteenth	20	21 Summer Solstice
22	23	24	25	26	27	28
29	30					

JULY 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4 Independence Day	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27 Parents' Day	28	29	30	31		

AUGUST 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Back to School Season begins	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						

SEPTEMBER 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Labor Day	2	3	4	5	6
7 Grandparents' Day	8	9	10	11 Patriot Day or September 11th	12	13
14	15	16 Stepfamily Day	17 Citizenship Day	18	19	20
21	22 Autumnal Equinox	23 Autumnal Equinox	24	25	26 Native American Day	27
28	29	30				

OCTOBER 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Breast Cancer Awareness Month	2	3	4
5	6	7	8	9	10	11
12	13 Columbus Day	14	15	16 Boss's Day	17	18 Sweetest Day
19	20	21	22	23	24	25
26	27	28	29	30	31 Halloween	

NOVEMBER 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2 Daylight Saving (End)	3	4	5	6	7	8
9	10	11 Veterans' Day	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27 Thanksgiving	28 Black Friday	29 Small Business Saturday
30						

DECEMBER 2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Cyber Monday	2	3	4	5	6
7 Pearl Harbor Remembrance Day	8 Green Monday	9	10	11	12	13
14 National Free Shipping Day	15	16	17	18	19	20 Super Saturday
21	22	23	24	25 Christmas Day	26	27
28	29	30	31 New Year's Eve			

SEASONAL DATES



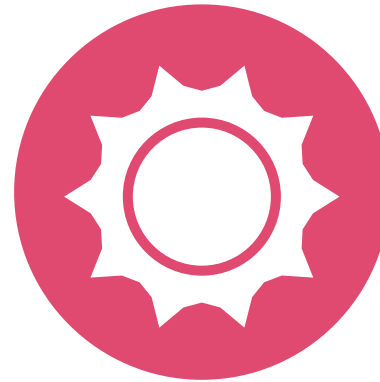
WINTER

Dec 1 - Feb 28



SPRING

Mar 1 - May 31



SUMMER

Jun 1 - Aug 31



AUTUMN

Sept 1 - Nov 31