

ALL THE KEY DATES FOR RETAIL BRANDS IN 2019

THE 2019 RETAIL MARKETING CALENDAR

| JANUARY | FEBRUARY | MARCH |
|--|--|---|
| <p>25 FRI Burns Night (UK)</p> <p>26 SAT Australia Day 🇺🇦</p> | <p>03 SUN Super Bowl Sunday</p> <p>05 TUE Chinese New Year 🐼</p> <p>08 FRI New York Fashion Week</p> <p>14 THU Valentine's Day ❤️</p> <p>16 SAT London Fashion Week</p> | <p>07 THU World Book Day 🇮🇳</p> <p>08 FRI International Women's Day</p> <p>17 SUN St Patrick's Day 🇮🇪</p> <p>31 SUN Mother's Day (UK)</p> |
| APRIL | MAY | JUNE |
| <p>01 MON April Fool's Day 🤡</p> <p>07 SUN World Health Day</p> <p>19 FRI Easter Weekend 🐰</p> <p>22 MON Earth Day</p> <p>28 SUN London Marathon</p> | <p>05 SUN Cinco de Mayo 🇲🇽</p> <p>11 SAT World Fair Trade Day</p> <p>12 SUN Mother's Day (US, Can & Aus)</p> <p>18 SAT FA Cup Final (UK) ⚽</p> | <p>05 WED World Environment Day 🌍</p> <p>16 SUN Father's Day</p> |
| JULY | AUGUST | SEPTEMBER |
| <p>01 MON Independent Retailer Month</p> <p>01 MON Canada Day</p> <p>01 MON Wimbledon (UK) 🎾</p> <p>04 THU Independence Day (US)</p> <p>15 MON Amazon Prime Day* 📦</p> | <p>26 MON Summer Bank Holiday (UK) ☀️</p> | <p>02 MON Labor Day (US)</p> <p>02 MON Back to School starts (UK) 📚</p> <p>08 SUN Great North Run (UK)</p> |
| OCTOBER | NOVEMBER | DECEMBER |
| <p>14 MON Canadian Thanksgiving 🍁</p> <p>14 MON Columbus Day (US)</p> <p>21 MON Autumn Half Term (UK)</p> <p>31 THU Halloween 🎃</p> | <p>01 FRI Movember</p> <p>05 TUE Bonfire Night (UK) 🇬🇧</p> <p>11 MON Remembrance Day/Veterans' Day & Singles Day (China)</p> <p>28 THU Thanksgiving Day (US) 🍂</p> <p>29 FRI Black Friday</p> <p>30 SAT Small Business Saturday (US)</p> | <p>02 MON Cyber Monday</p> <p>07 SAT Small Business Saturday (UK) 🇬🇧</p> <p>09 MON Manic Monday & Green Monday</p> <p>13 FRI Free Shipping Day (US)</p> <p>21 SAT Super Saturday</p> <p>23 MON Last day for one-day delivery</p> <p>26 THU Boxing Day 📦</p> |

*Estimated based on previous year. Amazon to announce exact date later in 2019.

[Click here to see some killer examples of retailers using these dates to boost sales](#)