

# Lesser Known Holiday Calendar

(That you can make money on in your Silhouette or Cricut business!)

Occasion	Date	Market to
<b>January</b>		
Spouses Day	Always January 26 <sup>th</sup>	Married people
<b>February</b>		
Super Bowl Sunday	Next Super Bowl February 5 <sup>th</sup> , 2017.	Sports fans, non-Sports fans who will be attending parties
Shrove Day (Mardi Gras)	Next Mardi Gras – February 28 <sup>th</sup> , 2017 (Day before Ash Wednesday)	Those living in Louisiana.
<b>March</b>		
Employee Appreciation Day	First Friday in March	Businesses that employ people. Bosses.
Dentist's Day	March 6 <sup>th</sup>	Medical professionals.
International Working Women's Day	March 8 <sup>th</sup>	While not a marketable holiday for products, be sure to recognize the day on social media for extra attention to your business if you are a female owner.
National Doctor's Day	March 30 <sup>th</sup>	Medical professionals.
<b>April</b>		
April Fool's Day	April 1 <sup>st</sup>	Consider holding a "not a fool" sale or playing a trick on customers and then giving a discount.
School Librarian Day	April 4 <sup>th</sup>	Teachers, Principals, Parents of school age kids.
National Beer Day	April 7 <sup>th</sup>	Beer drinkers.
National Sibling's Day	April 10 <sup>th</sup>	People with brothers or sisters.
National Librarian Day	April 16 <sup>th</sup>	Book lovers.
Administrative Professionals Day (formerly Secretary's Day)	April 27 <sup>th</sup> , 2016, April 26 <sup>th</sup> , 2017.	Executives or professionals with an administrative professional.
Take Your Daughter to Work Day	4 <sup>th</sup> Thursday of April	Offices/businesses where daughters (or sons) will be participating
<b>May</b>		
Military Spouses Day	Friday before Mother's Day	Married military people
Birth Mother's Day	Saturday before Mother's Day	Adoptive parents.
National Teacher's Day	Tuesday of the first full week of May	Parents of school age kids, principals.
National Nurse's Day	Celebrated week of May 6-12 <sup>th</sup>	Doctors, patients, hospital personnel.
National Bike to Work Day	3 <sup>rd</sup> Friday in May	Bike lovers, environmentally aware people.
Armed Forces Day	3 <sup>rd</sup> Saturday in May	Military families.

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Brother's Day	May 24 <sup>th</sup>	Anyone with a brother.
<b>June</b>		
Best Friend Day	June 8 <sup>th</sup>	Particularly popular among women.
<b>July</b>		
National Parent's Day	4 <sup>th</sup> Sunday in July	Not typically a gift holiday, but you could recognize the day with a coupon code on social media.
Aunt and Uncles Day	July 26 <sup>th</sup>	Parents.
<b>August</b>		
Olympics Start	August 5 <sup>th</sup> , 2016.	Sports fans.
Sister's Day	First Sunday in August	People with sisters.
Lefthander's Day	August 13 <sup>th</sup>	Lefthanders, or those close to lefthanders.
<b>September</b>		
Grandparents Day	1 <sup>st</sup> Sunday in September after Labor Day	Parents, adult grandchildren.
Business Women's Day	September 22 <sup>nd</sup>	While not a day to sell products, be sure to recognize yourself on social media if you are a woman business owner.
National Good Neighbor Day	September 28 <sup>th</sup>	Anyone with a neighbor that they like.
<b>October</b>		
World Vegetarian Day	October 1 <sup>st</sup>	Vegetarians.
World Teacher's Day	October 5 <sup>th</sup>	Parents of school age kids, principals.
Sweetest Day	3 <sup>rd</sup> Saturday in October	Anyone with a sweetheart.
Bosses Day	October 16 <sup>th</sup>	Anyone with a boss. (Or hey, treat yourself!)
<b>November</b>		
National Adoption Day	Saturday before Thanksgiving	Adoptive families.
Black Friday	Friday after Thanksgiving	Have Black Friday Sales in place for buyers.
Small Business Saturday	Saturday after Thanksgiving	Offer promotions for buyers who shop local/support small business.
Cyber Monday	Monday after Thanksgiving	Offer promotions to online shoppers.
<b>December</b>		
December is a very busy month for small business crafters. Focus on Christmas/winter holidays		