

omnisend



THE ULTIMATE

# Retail Holiday Calendar For 2020-2021

U.S. Holidays and Selling Seasons

# 2020

## 10 / October

- 12** Thanksgiving Day in Canada
- 16** Boss Day
- 31** Halloween

## 11 / November

- 03** Election Day in U.S.
- 11** Veteran's Day  
Single's Day
- 26** Thanksgiving Day in U.S.
- 27** Black Friday
- 28** Small Business Saturday
- 30** Cyber Monday

## 12 / December

- 06** St. Nicholas Day
- 10-18** Hanukkah
- 14** Free Shipping Day
- 14** Green Monday
- 19** Panic Saturday
- 22** 1st Day of Winter
- 25** Christmas
- 26** Boxing Day
- 26-1<sup>(Jan)</sup>** Kwanzaa
- 31** New Year's Eve

# 2021

## 01 / January

- 01** New Year's Day
- 18** Blue Monday  
Martin Luther King Day
- 24** Belly Laugh Day

## 02 / February

- 02** Groundhog Day
- 07** Super Bowl (aka **The Big Game**)
- 12** Chinese New Year
- 14** Valentine's Day
- 15** President's Day
- 16** Mardi Gras (**Fat Tuesday**)

## 03 / March

- 08** International Women's Day
- 17** St. Patrick's Day
- 20** 1st Day of Spring

## 04 / April

- 01** April Fool's Day
- 10** Good Friday
- 04** Easter Sunday
- 22** Earth's Day

## 05 / May

- 04** Star Wars Day
- 05** Cinco de Mayo
- 09** Mother's Day
- 15** Armed Forces Day
- 31** Memorial Day

## 06 / June

- 14** Flag Day
- 20** Father's Day

## 07 / July

- 04** Independence Day
- 25** Parent's Day

## 08 / August

- 01-31** Back-to-School
- 06** International Beer Day

## 09 / September

- 06** Labor Day
- 22** 1st Day of Fall
- 29** Coffee Day

## 10 / October

- 11** Thanksgiving Day in Canada
- 16** Boss Day
- 31** Halloween

## 11 / November

- 1-30** Movember
- 11** Veteran's Day  
Singles' Day
- 25** Thanksgiving Day in U.S.
- 26** Black Friday
- 27** Small Business Saturday
- 28-Dec 6** Hanukkah
- 29** Cyber Monday

## 12 / December

- 06** St. Nicholas Day
- 13** Green Monday
- 18** Panic Saturday
- 21** 1st Day of Winter
- 25** Christmas
- 26** Boxing Day
- 26-1<sup>(Jan)</sup>** Kwanzaa
- 31** New Year's Eve

# Make Marketing Relevant with Omnisend

Omnisend is a robust all-in-one omnichannel marketing automation platform that empowers marketers to increase their sales and improve their customer relationships.

We help you stay connected to your customers, no matter what channel they use: email, SMS, Facebook Messenger, and many more. With Omnisend's marketing automation, you can integrate several channels into the same workflow that will shave hours off your week and keep your customers on the hook.

## High Growth Commerce Brands Choose Omnisend



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With thousands of 5-star reviews on G2Crowd, Capterra, and GetApp, our **50,000 customers love us**, and we think you will too.

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