



MARKETING CALENDAR 2021-2022

PLANNING YOUR ANNUAL EVENTS
WITH YOUR LOCAL MEDIA

INTRODUCTION

Planning for important events or selecting ideal dates for one is no easy task: you have to comb through different websites looking for holidays, celebration months, etc., to choose those that best match your business and clientele... It's all very time-consuming!

To help you out, we present the elements to consider during your event search.

2021

SEPTEMBER

D	L	M	M	J	V	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		

- Rentrée scolaire

EVENTS

6 - Labour Day (Canada)

8 - International Literacy Day / World Physical Therapy Day

9 - National Football League (NFL) season kicks off

12 - Grandparents Day

21 - International Day of Peace / World Gratitude Day

29 - Coffee Day

30 - International Podcast Day

OCTOBER

2021

D	L	M	M	J	V	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						

EVENTS

1 - National Seniors Day
(Canada) / World Vegetarian
Day

4 - World Animal Day

5 - World Teachers Day

6 - World Smile Day

9 - Fire Prevention Day

10 - World Mental Health Day

11 - Thanksgiving (Canada)

12 - National Hockey League
(NHL) season kickoff

16 - World Bread Day

31 - Halloween

2021

NOVEMBER

D	L	M	M	J	V	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				

EVENTS

6 - World Paper-Free Day

11 - Remembrance Day

20 - Universal Children's Day

25 - Thanksgiving (USA)

26 - Black Friday

29 - Cyber Monday

2021

DECEMBER

D	L	M	M	J	V	S
			1	2	3	4
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26	27	28	29	30	31	

EVENTS

11 - International Mountain Day

18 - Free Shipping Day

26 - Boxing Day

31 - New Year's Eve

2022

JANUARY

D	L	M	M	J	V	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					

EVENTS

1 - New Year's Day

3 - Festival of Sleep Day

13 - Make Your Dream Come True Day

14 - Organize Your Home Day

17 - Ditch New Year's Resolutions Day

25 - National Plan for Vacation Day

28 - Data Privacy Day

2022

FEBRUARY

D	L	M	M	J	V	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					

- National Children's Dental Health Month
- National Wedding Month

EVENTS

1 - Chinese New Year

2 - Groundhog Day

4 - Opening of the 2022 Beijing Olympic Winter Games

6 - Super Bowl Sunday

14 - Valentine's Day

28 - Tooth Fairy Day / Mardi Gras

2022

MARCH

D	L	M	M	J	V	S
		1	2	3	4	5
6	7	8	9	10	11	12
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- Nutrition Month

EVENTS

5 - Employee Appreciation Day

8 - International Women's Day

17 - St-Patrick's Day

18 - Global Recycling Day

30 - National Doctors' Day (USA)

31 - Major League Baseball (MLB) season kicks off

2022

APRIL

D	L	M	M	J	V	S
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- Earth Month
- Oral Health Month

EVENTS

1 - April Fools' Day

7 - World Health Day

17 - Easter

21 - World Creativity and Innovation Day

MAY

2022

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8	9	10	11	12	13	14
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- National Barbecue Month
- Clean Air Month

EVENTS

1 - National Physician's Day
(Canada)

8 - Mother's Day

9 - World Fair Trade Day

12 - Canada Health Day

23 - Victoria Day / National
Patriots' Day (Canada /
Quebec)

28 - International Day of
Action for Women's Health

JUNE

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- National Fresh Fruit and Vegetables Month
- Men's Health Month

EVENTS

1 - Global Day of Parents

5 - World Environment Day

19 - Father's Day

21 - International Yoga Day

24 - Saint-Jean-Baptiste
(Quebec national day)

2022

JULY

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EVENTS

1 - *Canada Day*

4 - *Independence Day (USA)*

7 - *Chocolate Day*

2022

AUGUST

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EVENTS

1 - Civic Holiday (CAN)

9 - Book Lovers Day

15 - Relaxation Day

21 - Senior Citizens Day (USA)

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- Back to School
- National Football League (NFL) season kicks off

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- *National Hockey League (NHL) season kickoff (date changes from year to year)*

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