



# 2019 HUGE List of National Holidays for Small Business Marketing

*Compiled by the Editors of  
[Small Business Trends](#)*

Did you know that September is Self Improvement Month? And that September also includes National Dog Week? Don't have a dog? Well, do you have a houseplant on your desk? It's also National Indoor Plant Week.

Today it seems as if there are national holidays, a "national day" or "national month" for everything. In fact, there are over a thousand national holidays, national weeks and national months. Add bank holidays and major religious holidays, and you have one crowded calendar!

National days of observance have become trendy and popular in part because companies have learned to market using them. Just look at social media. Judging from the hashtags for various food days, people days, pet days, medical condition days, military days or industry days -- it seems like every single day is a national holiday or national observance day on Twitter and Instagram.

If you've ever wondered, "what national holiday is today?" we've got you covered with this hand-picked list of national holidays for small business marketing:

## January 2019

### January 2019 MONTHLY HOLIDAYS

National Hobby Month  
National Letter Writing Week, January 6-12

### January 2019 NATIONAL DAYS

New Year's Day, January 1  
Trivia Day, January 4  
Three Kings Day, January 6  
Martin Luther King Jr. Day (observed), January 21  
Opposite Day, January 25

## FEBRUARY 2019

### FEBRUARY 2019 MONTHLY HOLIDAYS

American Heart Month  
Black History Month

### FEBRUARY 2019 NATIONAL DAYS

Groundhog Day, February 2  
Super Bowl Sunday #SB53, February 3  
Safer Internet Day U.S., February 5  
Chinese New Year #YearOfThePig, February 5

Inventors Day #InventorsDay, February 11  
National Clean Out Your Computer Day, February 11  
Valentine's Day #ValentinesDay, February 14  
Presidents Day #PresidentsDay, February 18  
Love Your Pet Day #LoveYourPetDay, February 20

## MARCH 2019

### MARCH 2019 MONTHLY HOLIDAYS

National Craft Month  
National Women's History Month  
National Nutrition Month

### MARCH 2019 NATIONAL DAYS

National Employee Appreciation Day, March 1  
National Salesperson Day, March 1  
Mardi Gras #MardiGras, March 5  
International Women's Day, March 8  
National Proofreading Day, March 8  
Daylight Saving Time (U.S.), March 10  
National Ag Day, March 14  
Tax Filing Deadline for S Corps and Partnerships – March 15  
St. Patrick's Day, March 17  
Spring Begins, March 20  
National Puppy Day, March 23  
National Mom and Pop Business Owners Day, March 29  
National I Am in Control Day, March 30

## APRIL 2019

### APRIL 2019 MONTHLY HOLIDAYS

Stress Awareness Month  
Records and Information Management Month

### APRIL 2019 NATIONAL DAYS

April Fools' Day, April 1  
Palm Sunday, April 14  
Tax Day (1040, Schedule C, and C Corp filing deadline), April 15  
National Wear Your Pajamas to Work Day, April 16  
National Get to Know Your Customers Day #GetToKnowYourCustomersDay, April 18  
Good Friday, April 19

First Day of Passover, April 19  
Easter, April 21  
Earth Day, April 22  
National Take a Chance Day, April 23  
National Administrative Professionals Day #AdministrativeProfessionalsDay, April 24  
National Take Our Daughters and Sons to Work Day #COUNTONME, April 25  
Arbor Day, April 26  
National Hairstylist Appreciation Day, April 30

## MAY 2019

### MAY 2019 MONTHLY HOLIDAYS

National Small Business Week #SmallBusinessWeek, May 5-11

### MAY 2019 NATIONAL DAYS

May Day, May 1  
Law Day, May 1  
National Loyalty Day, May 1  
National Life Insurance Day, May 2  
World Password Day, May 2  
Cinco de Mayo, May 5  
Lemonade Day Promoting Young Entrepreneurs, May 5  
First Day of Ramadan, May 5  
Mother's Day, May 12  
Memorial Day, May 27

## JUNE 2019

### JUNE 2019 MONTHLY HOLIDAYS

Candy Month  
Email Week, June 9-15

### June 2019 NATIONAL DAYS

National Running Day, June 5  
D-Day, June 6  
Flag Day, June 14  
Father's Day, June 16  
Summer Begins, June 21  
International Day of Yoga, June 21

National Insurance Awareness Day, June 28  
National Camera Day, June 29  
Social Media Day, June 30

## JULY 2019

### **JULY 2019 MONTHLY HOLIDAYS**

National Independent Retailer Month

### **JULY 2019 NATIONAL DAYS**

Independence Day, July 4  
Amazon Prime Day [mid-July – exact date TBD]  
Get to Know Your Customers Day #GetToKnowYourCustomersDay, July 18  
National System Administrator Appreciation Day, July 26  
International Day of Friendship, July 30

## AUGUST 2019

### **AUGUST 2019 MONTHLY HOLIDAYS**

National Bargain Hunting Week, August 5-11  
National Farmers' Market Week, August 5-11

### **AUGUST 2019 NATIONAL DAYS**

Book Lovers Day, August 9  
National Bowling Day, August 10  
National Garage Sale Day, August 10  
National Thrift Shop Day, August 17  
National Mail Order Catalog Day, August 18  
National Dog Day #NationalDogDay, August 26

## SEPTEMBER 2019

### **SEPTEMBER 2019 MONTHLY HOLIDAYS**

National Courtesy Month  
Hispanic Heritage Month  
Self-Improvement Month

### **SEPTEMBER 2019 WEEKLY HOLIDAYS**

National Payroll Week, September 3-7  
Build A Better Image Week, September 15-21  
National Indoor Plant Week, September 15-21  
National Dog Week, September 22-28  
National Love Your Files Week, September 16-20

## **SEPTEMBER 2019 NATIONAL DAYS**

National Labor Day, September 2  
U.S. Bowling League Day, September 3  
National Newspaper Carrier Day, September 4  
National Beer Lover's Day, September 7  
National Swap Ideas Day, September 10  
National Boss / Employee Exchange Day – Monday after Labor Day, September 9  
National Day of Remembrance, September 11  
National Day of Encouragement, September 12  
Friday the 13th, September 13  
National Programmers Day, September 13 (256th Day of the Year)  
National IT Professionals Day, September 17  
National Tradesmen Day, September 20  
American Business Women's Day, September 22  
Car Free Day, September 22  
Autumnal Equinox, September 23  
National Research Administrator Day, September 25  
National Situational Awareness Day, September 26  
World Tourism Day, September 27  
National Drink Beer Day, September 28  
National Coffee Day, September 29  
Rosh Hashanah begins, September 29  
International Podcast Day, September 30  
National Mud Pack Day, September 30

# **OCTOBER 2019**

## **OCTOBER 2019 MONTHLY HOLIDAYS**

Breast Cancer Awareness Month  
Emotional Wellness Month  
Employee Ownership Month  
Financial Planning Month  
Global Diversity Awareness Month  
International Strategic Planning Month  
National Bake and Decorate Month  
National Cookbook Month  
National Cyber Security Awareness Month  
National Disability Employment Awareness Month  
National Ergonomics Month  
National Fair Trade Month  
National Work and Family Month

Positive Attitude Month  
Right Brainers Rule! Month  
Self-Promotion Month  
Workplace Politics Awareness Month

## **OCTOBER 2019 WEEKLY HOLIDAYS**

National Work From Home Week, October 6-12  
Get Organized Week, October 6-12  
Customer Service Week, October 7-11  
Drive Safely Work Week, October 7-11  
Financial Planning Week, October 7-13  
Veterinary Technicians Week, October 14-20  
Medical Assistants Recognition Week, October 20-26  
National Business Women's Week, October 20-26  
National Save For Retirement Week, October 20-26

## **OCTOBER 2019 NATIONAL DAYS**

National Techies Day #TechiesDay, October 3  
National Manufacturing Day, October 4  
National Handbag Day, October 10  
National Farmer's Day, October 12  
National Train Your Brain Day, October 13  
National Kick Butt Day, October 14  
Indigenous Peoples' Day, October 14  
Columbus Day, October 14  
National Online Bank Day, October 14  
Boss's Day (or National Boss's Day), October 16  
Support Your Local Chamber of Commerce, October 16  
National Clean Your Virtual Desktop Day, October 21  
National Get Smart About Credit Day, October 17  
Get to Know Your Customers Day #GetToKnowYourCustomersDay, October 17  
Sweetest Day, October 19  
Medical Assistants Recognition Day, October 23  
National Cat Day #NationalCatDay, October 29  
Halloween, October 31

# **NOVEMBER 2019**

## **NOVEMBER 2019 MONTHLY HOLIDAYS**

National Inspirational Role Models Month

## **NOVEMBER 2019 WEEKLY HOLIDAYS**

International Fraud Awareness Week, November 10-16  
National Deal Week, November 27-December 2

## **NOVEMBER 2019 NATIONAL DAYS**

Daylight Saving Time Ends (U.S.), November 3  
National Stress Awareness Day, November 6  
National Cappuccino Day, November 8  
Singles' Day, November 11  
Veterans Day, November 11  
World Statistics Day, November 18  
Thanksgiving Day, November 28  
Black Friday, November 29  
Small Business Saturday #ShopSmall, November 30  
Electronic Greetings Day, November 29  
Computer Security Day, November 30  
Stay Home Because You're Well Day, November 30

# **DECEMBER 2019**

## **DECEMBER 2019 MONTHLY HOLIDAYS**

National Tie Month  
National Write a Business Plan Month  
Operation Santa Paws (December 1-December 24)

## **DECEMBER 2019 WEEKLY HOLIDAYS**

Kwanzaa, December 26-January 1  
Chanukah December 22 -30

## **DECEMBER 2019 NATIONAL DAYS**

Cyber Monday, December 2  
National Day of Giving, December 3  
Miners Day, December 4  
National Pawnbrokers Day, December 6  
Free Shipping Day, Mid December (changes annually)  
National Ugly Christmas Sweater Day, December 20  
Christmas Eve, December 24  
Christmas, December 25  
National Thank You Note Day, December 26  
Boxing Day (Canada), December 26  
No Interruptions Day, December 27  
Tick Tock Day, December 29  
National Bicarbonate of Soda Day, December 30  
Make Up Your Mind Day, December 31  
New Year's Eve, December 31



So the next time you ask, “what national holiday is today?” you’ll never be without an answer.

Please note for the above list of national holidays, that some are repeated quarterly, such as Get to Know Your Customers Day. Other days or weeks change from year to year.

For ideas on how to use holidays and national days, weeks or months in marketing, read:

- [Everyday is a Holiday: Are You Making the Most of Obscure Holidays?](#)
- [50 Tips for Marketing Your Business This Holiday Season](#)
- [Holiday Marketing Tips That Work All Year Round](#)
- [50 Main Street Local Marketing Ideas for the Holidays](#)

And don’t forget to check back for updates periodically to the original article online:

[10 Ideas for How to Use National Holidays for Marketing](#)