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
SEPTEMBER 2019 NATIONAL DAYS

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

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](#)