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Don’t miss a

# Marketing Opportunity

## 2027 CALENDAR!

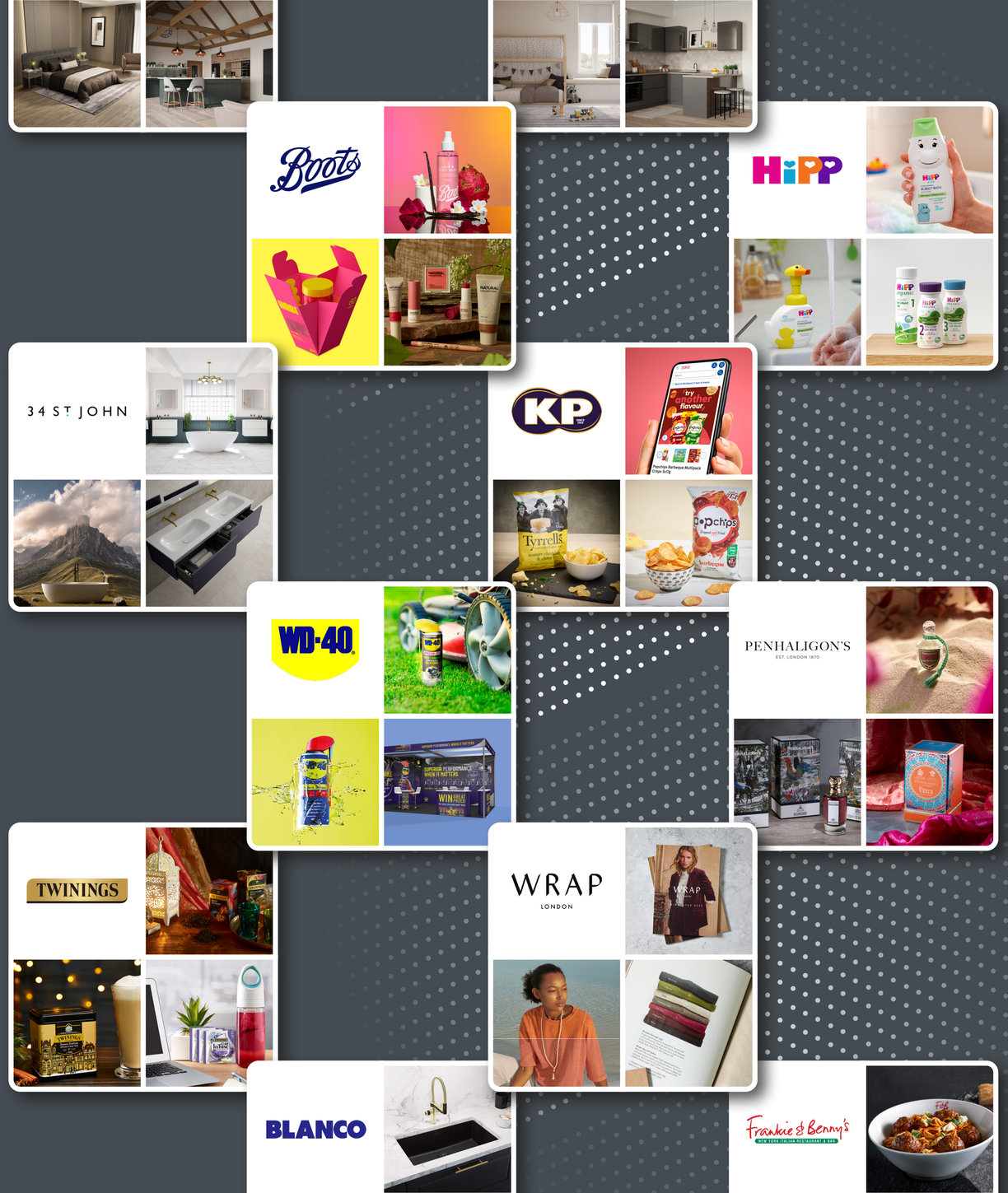
9th Edition JAN - JUN



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# Launch with confidence.

**Launching quality content fast, at scale, with ease.**




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Marketing days to remember

# JANUARY 2027

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| | | | | 1 NEW YEAR'S DAY (Bank Holiday)<br>National Bloody Mary Day<br>Dry January<br>Veganuary | 2 | 3 |
| 4 National Trivia Day<br>National Spaghetti Day (US) | 5 National Bird Day  | 6 | 7 | 8 National Bubble Bath Day  | 9 National Apricot Day | 10 Houseplant Appreciation Day |
| 11 Australian Open (11th-31st) | 12 | 13 | 14 Dress Up Your Pet Day  | 15 | 16 | 17 |
| 18 Blue Monday | 19 | 20 National Cheese Lovers' Day  | 21 Hugging Day | 22 | 23 | 24 National Compliment Day |
| 25 Burns Night (SCO) | 26 Australia Day (AUS)<br>National Spouse Day | 27 National Chocolate Cake Day | 28 | 29 RSPB's Big Garden Birdwatch (29th-31st)<br>National Puzzle Day | 30 Croissant Day  | 31 National Hot Chocolate Day |

REMINDERS: International Day of Friendship – **6 months away**

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Marketing days to remember

# FEBRUARY 2027

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| 1 Children's Mental Health Week (1st-7th) | 2 Groundhog Day (US)  | 3 | 4 World Cancer Day<br>National Homemade Soup Day | 5 Six Nations Championship (5th Feb - 13th Mar)<br>World Nutella Day<br>Mind Time To Talk Day | 6 Lunar New Year (Year of the Goat) | 7 Grammy Awards (US)<br>Ramadan Begins (Islam) (predicted 7th Feb - 8th Mar) |
| 8 | 9 National Pizza Day<br>Shrove Tuesday | 10 Ash Wednesday (Lent Begins) | 11 National Inventors Day (US) | 12 | 13 Galentine's Day | 14 Valentine's Day  |
| 15 Singles Awareness Day | 16 | 17 Random Act of Kindness Day | 18 National Drink Wine Day  | 19 | 20 | 21 |
| 22 World Thinking Day  | 23 | 24 | 25 | 26 National Pistachio Day | 27 International Polar Bear Day  | 28 |

REMINDERS: National Bacon Lovers' Day – **6 months away**

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Marketing days to remember

# MARCH 2027

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| 1 St David's Day (WAL)<br>British Pie Week (1st-7th) | 2 | 3 | 4 World Book Day<br> | 5 St Piran's Day (ENG)<br>Employee Appreciation Day | 6 | 7 National Cereal Day<br>Mothering Sunday (UK)<br> |
| 8 International Women's Day<br>Commonwealth Day | 9 Eid al-Fitr (Islam) *(predicted)* | 10 No Smoking Day | 11 Popcorn Lovers' Day | 12 | 13 | 14 Dog Theft Awareness Day<br>Pi Day<br>99th Academy Awards (US) |
| 15 World Consumer Rights Day<br>Shakespeare Week (15th-21st) | 16 | 17 St Patrick's Day (IRE)<br> | 18 Global Recycling Day | 19 Comic Relief Red Nose Day | 20 Vernal Equinox<br>International Day of Happiness<br>Earth Hour | 21 World Poetry Day<br>World Downs Syndrome Day |
| 22 Holi (Hindu)<br> | 23 National Puppy Day | 24 | 25 Maundy Thursday | 26 Good Friday (Bank Holiday)<br>Wear a Hat Day<br> | 27 | 28 Easter Sunday<br>Daylight Saving Begins (British Summertime/BST) |
| 29 Easter Monday (Bank Holiday)<br>Piano Day | 30 Autism Acceptance Week (30th Mar - 6th Apr) | 31 | | | | |

REMINDERS: International Talk Like a Pirate Day – **6 months away**

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Marketing days to remember

# APRIL 2027

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| | | | 1 April Fools Day | 2 World Autism Acceptance Day | 3 | 4 National Carrot Day  |
| 5 Tax Year Ends<br>Golf Masters Tournament (US) (5th-11th) | 6 Carbonara Day (IT)  | 7 | 8 | 9 Grand National Ladies' Day | 10 Grand National | 11 |
| 12 | 13 | 14 National Gardening Day | 15 | 16 | 17 Malbec Day<br>World Snooker Championship (17th Apr - 3rd May) | 18 |
| 19 | 20 | 21 National Tea Day<br>Passover (Judaism) (21st-29th) | 22 Earth Day  | 23 St George's Day (ENG)<br>Shakespeare Day | 24 | 25 Anzac Day (AUS)<br>World Penguin Day |
| 26 | 27 International Design Day  | 28 | 29 International Dance Day | 30 International Jazz Day  | | |

REMINDERS: Halloween – **6 months away**

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Marketing days to remember

# MAY 2027

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| | | | | | 1 | 2 |
| 3 May Day (Bank Holiday)<br>Deaf Awareness Week (3th-9th) | 4 Star Wars Day<br>World Asthma Day  | 5 | 6 International No Diet Day<br>World Password Day<br>Ascension Day | 7 Sauvignon Blanc Day | 8 VE Day  | 9 Europe Day |
| 10 Mental Health Awareness Week (10th-16th) | 11 Eat What You Want Day | 12 | 13 International Hummus Day<br>World Cocktail Day | 14 | 15 International Day of Families | 16 World Baking Day<br>Eid al-Adha (Islam) (predicted) |
| 17 | 18 International Museum Day<br>RHS Chelsea Flower Show (18th-22nd) | 19 | 20 World Bee Day<br>PGA Championship (20th-23rd)  | 21 | 22 | 23 |
| 24 | 25 Towel Day<br>National Wine Day | 26 | 27 Chardonnay Day | 28 | 29 National Biscuit Day  | 30 |
| 31 Spring Bank Holiday  | | | | | | |

REMINDERS: Black Friday – **6 months away**

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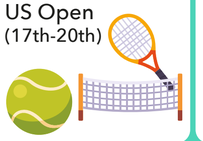


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# JUNE 2027

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| | 1 Pride Month (1st-30th)  | 2 | 3 | 4 National Cheese Day | 5 World Environment Day  | 6 D-Day |
| 7 | 8 National Best Friend Day<br>World Oceans Day | 9 | 10 | 11 | 12 World Gin Day<br>Trooping the Colour | 13 |
| 14 World Blood Donor Day | 15 Beer Day Britain<br>Royal Ascot (15th-19th) | 16 | 17 US Open (17th-20th)  | 18 | 19 | 20 Father's Day (UK)<br>World Refugee Day   |
| 21 Summer Solstice<br>International Yoga Day  | 22 | 23 Women in Engineering Day | 24 | 25 Take Your Dog To Work Day | 26 Armed Forces Day | 27 |
| 28 Wimbledon (28th June-11th July) | 29 | 30 World Social Media Day | | | | |

REMINDERS: Christmas – **6 months away**

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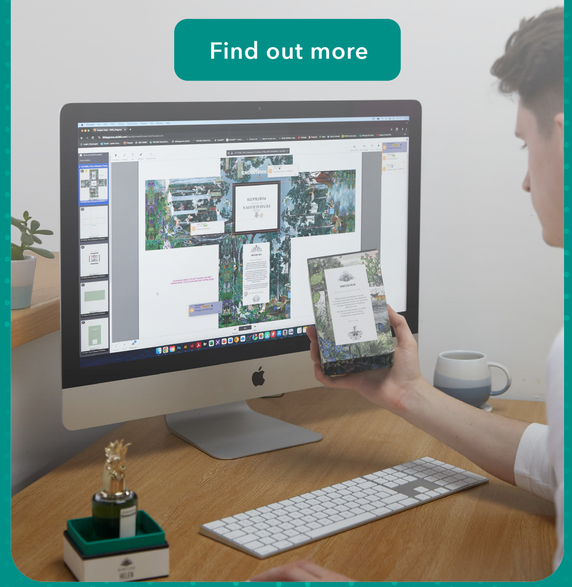

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## Keep your launch moving, even when plans change

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**Join us** as we step into the second half of the year, equipping you with the **insights and ideas** to make the months ahead your most productive yet.

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