

Table 1.20 *Seasonal Marketing Planner*

Month	Holidays	Seasonal Events	Ideas
January	New Year's Martin Luther King Day Chinese New Year	New Year's Resolutions	Start the year off right
February	Valentine's Day Groundhog Day President's Day	Super Bowl Academy Awards	Stock up for Winter
March	St. Patrick's Day Women's Day	Daylight Savings March Madness Spring Break	Spring Forward
April	Easter April Fool's Day Earth Day	Spring Cleaning Tax Season	Tax Season
May	Mother's Day Cinco De Mayo Memorial Day	Spring Cleaning	Spring Cleaning
June	Father's Day Flag Day	End of School Graduation Summer begins	Start the Summer off Right
July	Independence Day Bastille Day	Summer Break	Summer Sale
August	Friendship Day	Back to School	Back to School
September	Labor Day Grandparent's Day	Fall Begins	Get a Jump on Winter
October	Halloween Columbus Day National Boss's Day	Breast Cancer Awareness	Autumn Savings
November	Thanksgiving	Black Friday Cyber Monday	Pre-holiday Sale
December	Christmas Kwanza Chanukah	Holiday Season	Winter Event Sale