

2026 Planning Calendar



Quick List

Optimize ad and promotion planning with this quick guide to some of the year's most marketable events.

METRO



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JANUARY

Monthly Events

- Be Kind to Food Servers Month
- Cervical Cancer Awareness Month
- National Blood Donor Month
- National CBD Month
- National Glaucoma Awareness Month
- National Hobby Month
- National Slow Cooking Month
- Thyroid Cancer Awareness Month

Weekly Events

- Diet Resolution Week
- New Year's Resolutions Week

Daily Events

- Data Privacy Day
- Martin Luther King, Jr. Day
- National Puzzle Day
- New Year's Day
- Three Kings Day/Epiphany

FEBRUARY

Monthly Events

- AMD/Low Vision Awareness Month
- American Heart Month/
Canada Heart Month
- National Black History Month/
National African-American History Month
- National Cancer Prevention Month
- National Weddings Month
- Ramadan
- Wise Health Care Consumer Month

Weekly Events

- Great Backyard Bird Count
- National Engineers Week
- National Women's Heart Week

Daily Events

- Chinese Lunar New Year
- National Girls and Women in Sports Day
- National Wear Red Day
- Presidents' Day
- Valentine's Day
- World Spay Day

MARCH

Monthly Events

- Brain Injury Awareness Month
- Credit Education Month
- Frozen Foods Month
- National Craft Month
- National Nutrition Month®
- Save Your Vision Month

Weekly Events

- Holy Week
- National Cleaning Week
- National Newspaper in Education Week

- National Poison Prevention Week
- Professional Pet Sitters Week
- Read Across America Week

Daily Events

- National Agriculture Day
- National Employee Appreciation Day
- National Flower Day
- National Puppy Day
- Spring Equinox
- St. Patrick's Day
- World Down Syndrome Day

APRIL

Monthly Events

- Distracted Driving Awareness Month
- National Car Care Month
- National Decorating Month
- National Financial Literacy Month
- National Garden Month
- National Lawn Care Month
- National Parkinson's Awareness Month
- National Pest Management Month
- National Pickleball Month
- National Youth Sports Safety Month
- Testicular Cancer Awareness Month

Weekly Events

- National Library Week
- National Park Week
- National Wildlife Week
- Passover

Daily Events

- April Fools' Day
- Drowsy Driver Awareness Day
- Earth Day
- Easter
- National Adopt-a-Shelter-Pet Day
- National Arbor Day
- National Pool Opening Day
- National Paraprofessional Appreciation Day
- World Autism Awareness Day

MAY

Monthly Events

- Building Safety Month
- Get Caught Reading Month
- Gifts from the Garden Month
- Healthy Vision Month
- Motorcycle Safety Awareness Month
- National Allergy/Asthma Awareness Month
- National Barbecue Month
- National Bike Month
- National Mental Health Month
- National Military Appreciation Month
- National Physical Fitness & Sports Month
- Skin Cancer Awareness Month
- Women's Health Care Month

Weekly Events

- Be Kind to Animals Week
- National Hospital Week
- National EMS Week
- National Nurses Week
- National Police Week
- National Safe Boating Week
- National Small Business Week

Daily Events

- Kentucky Derby
- May Day
- Memorial Day
- Mother's Day
- National Bike to School Day
- National Homefront Heroes Day
- National Senior Health & Fitness Day
- National Student Nurse Day
- World Lupus Day
- World No-Tobacco Day

JUNE

Monthly Events

- Adopt-a-Cat Month®
- Cataract Awareness Month
- Dementia Care Professionals Month
- Great Outdoors Month
- June Dairy Month
- June is Alzheimer's &
Brain Awareness Month
- LGBTQ Pride Month
- Men's Health Month
- National CPR and AED Awareness Month
- National Fireworks Safety Month
- National Safety Month

Weekly Events

- Animal Rights Awareness Week
- Bed Bug Awareness Week
- National Flag Week
- National Fishing and Boating Week

Daily Events

- Father's Day
- Flag Day
- Global Running Day
- Juneteenth National Independence Day
- National Cancer Survivors Day
- National Eyewear Day
- National Go Fishing Day
- National Indigenous Peoples Day
- Summer Solstice
- World Blood Donor Day
- World Oceans Day
- World Social Media Day

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JULY

Monthly Events

- Air Conditioning Appreciation Days
- National Blueberry Month
- National Grilling Month
- National Ice Cream Month
- National Lost Pet Prevention Month™
- National Park and Recreation Month
- National Vacation Rental Month

Weekly Events

- Halfway Point of 2026
- National Moth Week

Daily Events

- Canada Day
- ID Your Pet Day
- Independence Day/July 4th
- National Motorcycle Day™
- National Simplicity Day

AUGUST

Monthly Events

- American Adventures Month
- Back to School Month
- Children's Eye Health and Safety Month
- National Black Business Month
- National Golf Month
- National Hair Loss Awareness Month
- National Wellness Month

Weekly Events

- Assistance Dog Week
- World Breastfeeding Week

Daily Events

- National Dog Day
- National Night Out
- National Roller Coaster Day
- Women's Equality Day
- World Humanitarian Day
- World Lung Cancer Day

SEPTEMBER

Monthly Events

- AKC Responsible Dog Ownership Month
- Baby Safety Month
- Backpack Safety America Month
- Mold Awareness Month
- National Cholesterol Education Month
- National Hispanic Heritage Month
- Oktoberfest
- September is Healthy Aging® Month
- Sports Eye Safety Month

Weekly Events

- National Farm Safety & Health Week
- National Security Officer Appreciation Week
- National Singles Week

Daily Events

- American Business Women's Day
- Autumnal Equinox
- Labor Day/Labour Day
- National Comic Book Day
- National Grandparents Day
- National Hunting and Fishing Day
- National Read a Book Day
- V-J Day
- World Alzheimer's Day
- World Tourism Day

OCTOBER

Monthly Events

- Adopt-a-Shelter-Dog Month
- Celiac Disease Awareness Month
- Contact Lens Safety Month
- Fall Car Care Month
- National Breast Cancer Awareness Month
- National Chiropractic Health Month
- National Dental Hygiene Month
- National Kitchen and Bath Month
- National Physical Therapy Month
- National Pizza Month
- Talk About Prescriptions Month
- Vegetarian Month

Weekly Events

- National Fire Prevention Week
- National Food Bank Week
- National Newspaper Week
- National School Lunch Week

Daily Events

- Child Health Day
- Columbus Day
- Emergency Nurses Day
- Halloween
- Indigenous Peoples' Day
- National Sports Day
- National Stop Bullying Day
- Thanksgiving Day - Canada
- World Cerebral Palsy Day
- World Osteoporosis Day

NOVEMBER

Monthly Events

- Diabetic Eye Disease Month
- Lung Cancer Awareness Month
- Movember
- National Adoption Month
- National Alzheimer's Disease Month
- National Diabetes Month

Weekly Events

- National Animal Shelter and Rescue Appreciation Week
- National Rad Tech Week
- National Young Reader's Week
- Nurse Practitioner Week

Daily Events

- Black Friday
- Family Volunteer Day
- Great American Smokeout
- Remembrance Day - Canada
- Thanksgiving Day - United States
- Veteran's Day - United States

DECEMBER

Monthly Events

- Drive Sober or Get Pulled Over (Winter Campaign)
- Gift of Sight Month
- National Egg Nog Month
- National Write a Business Plan Month
- Safe Toys and Gifts Awareness Month

Weekly Events

- Chanukah
- Crohn's and Colitis Awareness Week
- Kwanzaa
- National Cookie Cutter Week
- National Influenza Vaccination Week

Daily Events

- Boxing Day
- Christmas Card Day
- Christmas Day
- Cyber Monday
- National Salesperson's Day
- National Twin Day
- National Ugly Christmas Sweater Day
- Winter Solstice