

# 2012 Holiday Marketing Calendar

JANUARY		NOTES
<input type="checkbox"/>	Nat'l Book Month	
<input type="checkbox"/>	Nat'l Thank You Month	
<input type="checkbox"/>	Nat'l Bath Safety Month	
<input type="checkbox"/>	Nat'l Blood Donor Month	
<input type="checkbox"/>	Nat'l Braille Literacy Month	
<input type="checkbox"/>	Nat'l Hobby Month	
<input type="checkbox"/>	Hot Tea Month	
<input type="checkbox"/>	Nat'l Oatmeal Month	
<input type="checkbox"/>	Nat'l Soup Month	
<input type="checkbox"/>	<b>1</b> New Year's Day	
<input type="checkbox"/>	<b>1</b> Paul Revere's Birthday	
<input type="checkbox"/>	<b>1</b> Betsy Ross's Birthday	
<input type="checkbox"/>	<b>1</b> National Bloody Mary Day	
<input type="checkbox"/>	<b>1</b> National First Foot Day	
<input type="checkbox"/>	<b>2</b> National Buffet Day	
<input type="checkbox"/>	<b>2</b> National Science Fiction Day	
<input type="checkbox"/>	<b>3</b> Fruitcake Toss Day	
<input type="checkbox"/>	<b>4</b> National Trivia Day	
<input type="checkbox"/>	<b>4</b> National Spaghetti Day	
<input type="checkbox"/>	<b>5</b> National Bird Day	
<input type="checkbox"/>	<b>5</b> Birth of Guru Gobind Singh - Sikh	
<input type="checkbox"/>	<b>5</b> National Whipped Cream Day	
<input type="checkbox"/>	<b>6</b> Apple Tree Day	
<input type="checkbox"/>	<b>6</b> National Bean Day	
<input type="checkbox"/>	<b>7</b> National Old Rock Day	
<input type="checkbox"/>	<b>8</b> Elvis Presley's birthday	
<input type="checkbox"/>	<b>6</b> Epiphany - Christian	
<input type="checkbox"/>	<b>10</b> Peculiar People Day	

Copyright© 2012 Rocketman Creative



**ROCKETMAN**  
CREATIVE

LAUNCH YOUR IDENTITY, PROPEL YOUR IMAGE™

[WWW.ROCKETMANCREATIVE.COM](http://WWW.ROCKETMANCREATIVE.COM) PH. 858-663-5082

[INFO@ROCKETMANCREATIVE.COM](mailto:INFO@ROCKETMANCREATIVE.COM)

<input type="checkbox"/>	11	Milk Day	
<input type="checkbox"/>	9-12	Mahayana New Year - Buddhist	
<input type="checkbox"/>	12	Stick to Your New Year's Resolution Day	
<input type="checkbox"/>	13	Stephen Foster Memorial Day	
<input type="checkbox"/>	13	National Rubber Ducky Day	
<input type="checkbox"/>	14	National Dress Up Your Pet Day	
<input type="checkbox"/>	14	Makar Sankrant/Thai Pongal - Hindu	
<input type="checkbox"/>	15	Nat'l Hat Day	
<input type="checkbox"/>	16	Martin Luther King, Jr. Day	
<input type="checkbox"/>	16	National Nothing Day	
<input type="checkbox"/>	17	Ditch New Year's Resolutions Day	
<input type="checkbox"/>	17	Mohammad Ali's birthday	
<input type="checkbox"/>	17	Kid Inventor's Day	
<input type="checkbox"/>	18	National Winnie the Pooh Day	
<input type="checkbox"/>	19	National Popcorn Day	
<input type="checkbox"/>	20	National Cheese Lover's Day	
<input type="checkbox"/>	21	National Hugging Day	
<input type="checkbox"/>	22	National Answer Your Cat's Question Day	
<input type="checkbox"/>	23	Chinese New Year - Year of the Dragon	
<input type="checkbox"/>	24	National Compliment Day	
<input type="checkbox"/>	24	Nat'l. Peanut Butter Day	
<input type="checkbox"/>	25	National Opposite Day	
<input type="checkbox"/>	26	Spouses Day	
<input type="checkbox"/>	26	Australia Day	
<input type="checkbox"/>	27	National Chocolate Cake Day	
<input type="checkbox"/>	28	National Kazoo Day	
<input type="checkbox"/>	28	Vasant Panchami - Hindu	
<input type="checkbox"/>	29	National Puzzle Day	

<input type="checkbox"/>	<b>30</b>	National Escape Day	
<input type="checkbox"/>	<b>31</b>	Backwards Day	
<b>FEBRUARY</b>			
<input type="checkbox"/>		American Heart Month	
<input type="checkbox"/>		Black History Month	
<input type="checkbox"/>		Canned Food Month	
<input type="checkbox"/>		Creative Romance Month	
<input type="checkbox"/>		Great American Pie Month	
<input type="checkbox"/>		National Cherry Month	
<input type="checkbox"/>		National Children's Dental Health Month	
<input type="checkbox"/>		National Weddings Month	
<input type="checkbox"/>	<b>1</b>	National Freedom Day	
<input type="checkbox"/>	<b>2</b>	Groundhog Day	
<input type="checkbox"/>	<b>5</b>	Super Bowl Sunday	
<input type="checkbox"/>	<b>8</b>	Boy Scout Day - 102nd Ann.	
<input type="checkbox"/>	<b>9</b>	Read in the Bathtub Day	
<input type="checkbox"/>	<b>10</b>	Umbrella Day	
<input type="checkbox"/>	<b>11</b>	Thomas Edison's birthday	
<input type="checkbox"/>	<b>13</b>	Lincoln's Birthday	
<input type="checkbox"/>	<b>14</b>	Valentine's Day	
<input type="checkbox"/>	<b>15</b>	Susan B. Anthony Day - Women's Rights Movement	
<input type="checkbox"/>	<b>20</b>	Presidents' Day	
<input type="checkbox"/>	<b>20</b>	Love Your Pet Day	
<input type="checkbox"/>	<b>21</b>	Mardi Gras - a.k.a. Fat Tue	
<input type="checkbox"/>	<b>22</b>	Ash Wednesday	
<input type="checkbox"/>	<b>22</b>	Washington's Birthday	
<input type="checkbox"/>	<b>29</b>	Leap Day	
<input type="checkbox"/>	<b>Late Feb</b>	Academy Awards	

MARCH		
<input type="checkbox"/>		Nat'l Women's History Month
<input type="checkbox"/>		Irish American Month
<input type="checkbox"/>		Music in Our Schools Month
<input type="checkbox"/>		National Craft Month
<input type="checkbox"/>		National Frozen Food Month
<input type="checkbox"/>		National Nutrition Month
<input type="checkbox"/>		National Women's History Month
<input type="checkbox"/>		Poetry Month
<input type="checkbox"/>		Social Workers Month
<input type="checkbox"/>	<b>2</b>	Read Across America Day - Dr. Seuss's Birthday
<input type="checkbox"/>	<b>6</b>	Dentist's Day
<input type="checkbox"/>	<b>6</b>	National Frozen Food Day
<input type="checkbox"/>	<b>8</b>	InterNat'l Women's Day
<input type="checkbox"/>	<b>9</b>	Employee Appreciation Day
<input type="checkbox"/>	<b>11</b>	US Daylight Savings Time Begins
<input type="checkbox"/>	<b>11-17</b>	Girl Scout Week
<input type="checkbox"/>	<b>13</b>	Earmuff Day
<input type="checkbox"/>	<b>15</b>	Incredible Kid Day
<input type="checkbox"/>	<b>15</b>	Ides of March
<input type="checkbox"/>	<b>17</b>	St. Patrick's Day
<input type="checkbox"/>	<b>19</b>	National Poultry Day
<input type="checkbox"/>	<b>20</b>	Vernal Equinox - 1st Day of Spring
<input type="checkbox"/>	<b>23</b>	National Organize Your Home Office Day
<input type="checkbox"/>	<b>30</b>	Doctor's Day
<input type="checkbox"/>	<b>31</b>	Cesar Chavez Day - Labor, Justice
APRIL		
<input type="checkbox"/>		Poetry Month
<input type="checkbox"/>		National Humor Month

<input type="checkbox"/>		International Guitar Month	
<input type="checkbox"/>		Keep America Beautiful Month	
<input type="checkbox"/>		Lawn and Garden Month	
<input type="checkbox"/>		National Welding Month	
<input type="checkbox"/>		Stress Awareness Month	
<input type="checkbox"/>	1	April Fool's Day	
<input type="checkbox"/>	1	Palm Sunday	
<input type="checkbox"/>	2	Children's Book Day	
<input type="checkbox"/>	3	Tweed Day	
<input type="checkbox"/>	6	Good Friday	
<input type="checkbox"/>	6	First day of Passover (Jewish)	
<input type="checkbox"/>	8	Easter Sunday (Christian)	
<input type="checkbox"/>	8-14	Nat'l Library Week	
<input type="checkbox"/>	9	Easter Mon - Canada, UK Bank Holiday - Christian	
<input type="checkbox"/>	10	Golfer's Day	
<input type="checkbox"/>	13	Thomas Jefferson's birthday	
<input type="checkbox"/>	13	Last day of Passover (Jewish)	
<input type="checkbox"/>	15	Leonardo da Vinci's birthday	
<input type="checkbox"/>	16	National Stress Awareness Day	
<input type="checkbox"/>	17	US Income Tax Day	
<input type="checkbox"/>	22	Earth Day	
<input type="checkbox"/>	25	Administrative Professionals Day	
<input type="checkbox"/>	22-28	Administrative Professionals Week	
<input type="checkbox"/>	26	Take Your Daughter to Work	
<input type="checkbox"/>	27	Arbor Day	
<input type="checkbox"/>	27	National Prime Rib Day	
<b>MAY</b>			
<input type="checkbox"/>		Physical Fitness & Sports Month	
<input type="checkbox"/>		Asian American Heritage Month	

<input type="checkbox"/>		National Barbecue Month	
<input type="checkbox"/>		National Bike Month	
<input type="checkbox"/>		National Blood Pressure Month	
<input type="checkbox"/>		National Hamburger Month	
<input type="checkbox"/>		National Photograph Month	
<input type="checkbox"/>		National Salad Month	
<input type="checkbox"/>	<b>1</b>	May Day	
<input type="checkbox"/>	<b>3</b>	National Day of Prayer	
<input type="checkbox"/>	<b>3</b>	World Press Freedom Day	
<input type="checkbox"/>	<b>4</b>	International Firefighters Day	
<input type="checkbox"/>	<b>5</b>	Cinco de Mayo - Mexico	
<input type="checkbox"/>	<b>8</b>	Teacher's Day	
<input type="checkbox"/>	<b>9</b>	National Lost Sock Memorial Day	
<input type="checkbox"/>	<b>11</b>	National Twilight Zone Day	
<input type="checkbox"/>	<b>12</b>	Nurse's Day	
<input type="checkbox"/>	<b>6-12</b>	Nurse's Week	
<input type="checkbox"/>	<b>13</b>	Mother's Day	
<input type="checkbox"/>	<b>14</b>	Star Wars Day	
<input type="checkbox"/>	<b>17</b>	Ascension Day - Christian	
<input type="checkbox"/>	<b>19</b>	Armed Forces Day	
<input type="checkbox"/>	<b>21</b>	Victoria Day - Canada	
<input type="checkbox"/>	<b>22</b>	National Maritime Day	
<input type="checkbox"/>	<b>27</b>	Shavouth - Jewish	
<input type="checkbox"/>	<b>27</b>	Pentecost - Christian	
<input type="checkbox"/>	<b>28</b>	Memorial Day, Observed - US Nat'l Holiday	
<input type="checkbox"/>	<b>29</b>	John F. Kennedy's birthday	
	<b>JUNE</b>		
<input type="checkbox"/>		Nat'l Dairy Month	
<input type="checkbox"/>		Nat'l Rose Month	
<input type="checkbox"/>	<b>5</b>	World Environment Day	

<input type="checkbox"/>	6	National Yo-yo Day	
<input type="checkbox"/>	8	Best Friends Day	
<input type="checkbox"/>	9	Worldwide Knit in Public Day	
<input type="checkbox"/>	14	Flag Day	
<input type="checkbox"/>	15	National Lobster Day	
<input type="checkbox"/>	17	Father's Day	
<input type="checkbox"/>	19	Juneteenth - African American Freedom & Achievement	
<input type="checkbox"/>	20	World Refugee Day - Universal Refugee Awareness	
<input type="checkbox"/>	20	Summer Solstice - 1st Day of Summer, Longest Day of Year	
<input type="checkbox"/>	22	Take Your Dog to Work Day	
<input type="checkbox"/>	23	National Pink Day	
<input type="checkbox"/>	24	St. John Baptiste Day - Canada	
<input type="checkbox"/>	28	Paul Bunyan Day	
<input type="checkbox"/>	29	National Camera Day	
<input type="checkbox"/>	30	National Meteor Day	
<b>JULY</b>			
<input type="checkbox"/>	2	Canada Day, Observed	
<input type="checkbox"/>	3	Asala (Dharma Day) - Buddhist	
<input type="checkbox"/>	4	Independence Day or 4th of July - US Nat'l Holiday	
<input type="checkbox"/>	5	National Workaholics Day	
<input type="checkbox"/>	6	National Fried Chicken Day	
<input type="checkbox"/>	10	National Pina Colada Day	
<input type="checkbox"/>	12	Orangeman's Day - Ireland	
<input type="checkbox"/>	14	Bastille Day - France	
<input type="checkbox"/>	17	National Ice Cream Day	
<input type="checkbox"/>	19	Naval Aviation Day	
<input type="checkbox"/>	20	Ramadan Begins - Islamic	
<input type="checkbox"/>	22	Parent's Day - US	

<input type="checkbox"/>	23	National Hot Dog Day	
<input type="checkbox"/>	26	National All or Nothing Day	
<input type="checkbox"/>	27	Bagpipe Appreciation Day	
<input type="checkbox"/>	29	Tisha B'av - Jewish	
<b>AUGUST</b>			
<input type="checkbox"/>	4	U.S. Coast Guard Day	
<input type="checkbox"/>	5	Friendship Day	
<input type="checkbox"/>	5	Sister's Day	
<input type="checkbox"/>	6	National Root Beer Float Day	
<input type="checkbox"/>	6	Summer Bank Holiday - Scotland	
<input type="checkbox"/>	6	August Civic Holiday - Canada, celebrated in most provinces	
<input type="checkbox"/>	7	Sea Serpent Day	
<input type="checkbox"/>	9	Book Lover's Day	
<input type="checkbox"/>	10	Krishna Janmashtami - Hindu	
<input type="checkbox"/>	14	Lailat al Kadr - Islamic	
<input type="checkbox"/>	15	Assumption Day	
<input type="checkbox"/>	18	National Bad Poetry Day	
<input type="checkbox"/>	19	Nat'l Aviation Day	
<input type="checkbox"/>	19	End of Ramadan - Eid al-Fitr - Islamic	
<input type="checkbox"/>	26	Women's Equality Day	
<input type="checkbox"/>	26	National Dog Day	
<input type="checkbox"/>	27	Summer Bank Holiday - England, Wales, Northern Ireland	
<b>SEPTEMBER</b>			
<input type="checkbox"/>		Nat'l Hispanic Heritage Month	
<input type="checkbox"/>	3	Labor Day - US & Canadian Nat'l Holiday	
<input type="checkbox"/>	4	Eat an Extra Dessert Day	
<input type="checkbox"/>	5	National Cheese Pizza Day	
<input type="checkbox"/>	6	Read a Book Day	

<input type="checkbox"/>	9	Grandparent's Day	
<input type="checkbox"/>	11	Patriots' Day	
<input type="checkbox"/>	13	Positive Thinking Day	
<input type="checkbox"/>	15-16	Selichot Service - Jewish	
<input type="checkbox"/>	16	Stepfamily Day	
<input type="checkbox"/>	17	Constitution Day - US	
<input type="checkbox"/>	17-18	Rosh Hashanah - Jewish	
<input type="checkbox"/>	19	Ganesh Chaturthi - Hindu	
<input type="checkbox"/>	19	Talk Like a Pirate Day	
<input type="checkbox"/>	21	InterNat'l Day of Peace	
<input type="checkbox"/>	22	Business Women's Day	
<input type="checkbox"/>	22	Nat'l Hunting and Fishing Day	
<input type="checkbox"/>	22	Autumnal Equinox - 1st Day of Fall	
<input type="checkbox"/>	26	Yom Kippur - Jewish	
<input type="checkbox"/>	26	National Pancake Day	
<input type="checkbox"/>	27	National Thank You Day	
<input type="checkbox"/>	28	Native American Day	
<input type="checkbox"/>	29	National Coffee Day	
<b>OCTOBER</b>			
<input type="checkbox"/>		Breast Cancer Awareness Month	
<input type="checkbox"/>		Hispanic Heritage Month	
<input type="checkbox"/>	1	Child Health Day	
<input type="checkbox"/>	1	World Vegetarian Day	
<input type="checkbox"/>	2	Gandhi's Birthday	
<input type="checkbox"/>	6	Physician Assistant Day	
<input type="checkbox"/>	1-7	Sukkot - Jewish	
<input type="checkbox"/>	8	Columbus Day, Observed - Traditional on 12th	
<input type="checkbox"/>	8	Canadian Thanksgiving Day	

<input type="checkbox"/>	8	US Nat'l Children's Day	
<input type="checkbox"/>	8	Sh'mini Atzeret - Jewish	
<input type="checkbox"/>	9	Simhat Torah - Jewish	
<input type="checkbox"/>	11	Take Your Teddy Bear to Work Day	
<input type="checkbox"/>	16	Navarati - Festival of Good Over Evil - Hindu	
<input type="checkbox"/>	16	Nat'l Bosses Day, Observed	
<input type="checkbox"/>	18	National No Beard Day	
<input type="checkbox"/>	19	Rainforest Day	
<input type="checkbox"/>	20	Sweetest Day	
<input type="checkbox"/>	20	Compilation of Holy Scriptures - Sikh	
<input type="checkbox"/>	21	Reptile Awareness Day	
<input type="checkbox"/>	24	Dasera - Hindu	
<input type="checkbox"/>	24	United Nations Day	
<input type="checkbox"/>	24	Hajj Begins - Islamic	
<input type="checkbox"/>	26	Eid-al-Adha - Islamic	
<input type="checkbox"/>	27	Navy Day	
<input type="checkbox"/>	28	Mother-In-Law Day	
<input type="checkbox"/>	28	Reformation Day - Christian & Protestant	
<input type="checkbox"/>	29	National Hermit Day	
<input type="checkbox"/>	31	Halloween	
<b>NOVEMBER</b>			
<input type="checkbox"/>		American Indian Heritage Month	
<input type="checkbox"/>		Aviation Month	
<input type="checkbox"/>	1	All Saint's Day - Christian	
<input type="checkbox"/>	1-2	Dia de los Muertos - Mexico - Day of the Dead	
<input type="checkbox"/>	2	All Soul's Day	
<input type="checkbox"/>	3	National Housewife's Day	

<input type="checkbox"/>	4	End of US Daylight Savings - "Fall Back"	
<input type="checkbox"/>	4	King Tut Day	
<input type="checkbox"/>	6	Election Day - US	
<input type="checkbox"/>	7	Hug a Bear Day	
<input type="checkbox"/>	9	National Young Reader's Day	
<input type="checkbox"/>	11	Veterans Day - US Nat'l Holiday	
<input type="checkbox"/>	11	Canadian Remembrance Day	
<input type="checkbox"/>	11	Armistice Day	
<input type="checkbox"/>	13	World Kindness Day	
<input type="checkbox"/>	13	Diwali Festival of Lights - Hindu, Buddhist	
<input type="checkbox"/>	13	Sikh Festival of Lights	
<input type="checkbox"/>	14-15	Muharram - New Year - Islamic	
<input type="checkbox"/>	16	National Button Day	
<input type="checkbox"/>	20	Nat'l Child Day - Canada	
<input type="checkbox"/>	23	Black Friday	
<input type="checkbox"/>	23	Ashura - Islamic	
<input type="checkbox"/>	24	Martyrdom of Guru Teg Bahadur - Sikh	
<input type="checkbox"/>	22	Thanksgiving Day - US Nat'l Holiday	
<input type="checkbox"/>	28	Birth of Guru Nanak - Founder of Sikhism	
<input type="checkbox"/>	28	Red Planet Day	
<input type="checkbox"/>	29	National Square Dance Day	
<b>DECEMBER</b>			
<input type="checkbox"/>		AIDS Awareness Month	
<input type="checkbox"/>	2	First Sun of Advent - Christian	
<input type="checkbox"/>	4	Wear Brown Shoes Day	
<input type="checkbox"/>	5	Day of the Ninja	
<input type="checkbox"/>	7	National Cotton Candy Day	

<input type="checkbox"/>	7	Pearl Harbor Remembrance Day	
<input type="checkbox"/>	8	Bodhi Day - Buddhist	
<input type="checkbox"/>	9	Feast of the Immaculate Conception	
<input type="checkbox"/>	9	Hanukkah - Jewish	
<input type="checkbox"/>	10	Human Rights Day - United Nations	
<input type="checkbox"/>	14	Monkey Day	
<input type="checkbox"/>	17	Wright Brothers Day	
<input type="checkbox"/>	17	National Underdog Day	
<input type="checkbox"/>	18	Bake Cookies Day	
<input type="checkbox"/>	19	National Oatmeal Muffin Day	
<input type="checkbox"/>	22	Winter Solstice - 1st Day of Winter, Shortest Day of the Year	
<input type="checkbox"/>	24	Christmas Eve	
<input type="checkbox"/>	25	Christmas - US Nat'l Holiday - Christian	
<input type="checkbox"/>	26	Kwanzaa - Ends Jan. 1	
<input type="checkbox"/>	26	Boxing Day - Canada, UK	
<input type="checkbox"/>	28	National Card Playing Day	
<input type="checkbox"/>	31	New Year's Eve	