

Holiday calendar

for making promotions and sales

Below you will find a list of holidays and their descriptions. This table will help you create a calendar of promotions.

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Name of a holiday	Description	Date of holiday	Start and conditions of promotion	West countries	exUSSR countries
New Year's	The main annual holiday in the post-Soviet space. Not so popular in the West, unless it follows Catholic Christmas. New Years' discounts close the sales season in the USA.	January 1-6	In the USA, discount promotions start after Christmas – from 26.12 (Boxing Day) until, as a rule, mid-January	+	+
Orthodox Christmas	The second holiday, which takes place during the Christmas holidays in the Orthodox world. In Western countries, it is not celebrated at all.	January 7	Sales start 1-2 weeks before the New Year and continue until Christmas		+
Martin Luther King Day	The American national holiday, a state day off, dedicated to the rights activist of African Americans and Nobel Peace Prize winner Dr. Martin Luther King. The holiday is celebrated every year on the third Monday in January and is timed to coincide with the birthday of Dr. King on January 15.	Third Monday in January	Major discount offers are offered on weekends preceding the holiday	+	
Valentine's Day	A day for lovers, when it's customary to give heart-cards and offer a hand and heart.	February 14	Discounts are offered two weeks before the holiday and are distributed, mainly for the goods suitable for the holiday. Most often, the promotions look like - two, at the price of one	+	+

Presidents' Day	A holiday dedicated to the post of President of the United States of America. Traditionally, the holiday is timed to coincide with the birthday of George Washington and has a clear patriotic orientation.	Third Monday in February	Usually stores arrange short-term sales for this day	+	
International Women's Day	Women's Day, which, despite its internationality, is celebrated not only in the countries of the former Soviet Union.	March 8	Discounts are made for a week or two before the holiday, and special gift sets "for her" are prepared		+
St. Patrick's Day	Day honoring the patron saint of Ireland, who brought Christianity to this once-pagan country. Despite the fact that St. Patrick is the patron saint of Ireland, this holiday is quite popular in the United States, which is home to a large Irish population.	March 1	Discounts are offered immediately before the holiday, and are typically offered for items shamrock-green in color.	+	
Easter		End of March - early April. Different dates every year	Discounts start two weeks before the holiday	+	+
Workers' Day	Despite the name of the holiday, it is customary to relax in nature or to plant potatoes. It is not celebrated in the US and Western countries.	May 1	The holiday coincides with the departure of the population to kitchen gardens, so this is the time for various promotions for summer cottages.		+
Mother's Day	Mother's Day is a holiday in honor of mothers. On this day, it is customary to congratulate mothers and pregnant women. This is in contrast to International Women's Day, when all female representatives are acknowledged.	2nd Sunday in May	Discounts start 1-2 weeks before the holiday, and, in general, apply to women's goods, although there are exceptions. For example, in 2013, the trading platform Amazon timed discounts on tablets to this holiday.	+	+
Cinco de Mayo	The national holiday of Mexico, which is also celebrated in the USA (mostly among Latinos in the southern states of California, Arizona, New Mexico and Texas). It is celebrated with Mexican cuisine, music and dances.	May 5	Holiday discounts are available in American online stores. Promotions must contain the number 5. For example, an action continues for only 5 hours, or a 5% discount is offered for 1 day.	+	
Memorial Day	This day is dedicated to the memory of American military men who died in all wars and armed conflicts in which the USA has taken part.	Last Monday in May	Sales timed to this holiday mainly occur in US stores and are short-term in nature: they begin a week prior to the day for all types of goods.	+	

Father's day	Father's Day is for fathers. As well as Mother's Day, it is a purely family holiday, once again stressing family values.	Third Sunday in June	About a week before the holiday, all sorts of special offers are announced. They typically involve concern goods and gifts "for Dad".	+	
Independence Day	The anniversary of the signing of the Declaration of Independence in 1776, which proclaimed the independence of the USA from Great Britain. In the USA, July 4 is one of the most important national holidays.	July 4	Many American online stores hold either special promotions or reduce prices for certain types of goods, or offer short-term sales.	+	
Day of Knowledge	September 1 marks the beginning of the academic year for the vast majority of Russian schoolchildren, students, and teachers. Traditionally there are solemn rules, class hours, lessons of knowledge, peace, security and courage in schools on this day.	September 1	All sorts of promotions for children, schools and knowledge-related goods begin one month before school starts. In this case, it is not customary to offer discounts for items of direct need (notebooks, pencil cases, pencils, etc.) before the school year begins.		+
Labor Day	On this day, it is customary to hold street parades symbolizing the solidarity of workers and trade unions. In addition, many Americans perceive Labor Day as the end of summer, so the day is seen as a day of additional recreation during which people spend time with their families.	1st Monday in September	Promotions begin a week or two before the holiday.	+	
Columbus Day	Celebration in honor of the discovery of America by Christopher Columbus. It is a work holiday in many states.	2nd Monday in October	As a rule, short sales with big discounts are held.	+	
Halloween	On this night, people wear different costumes and arrange masquerades and competitions. The main symbol of the holiday, which dates from centuries ago, remains a hollowed-out pumpkin carved with a toothy face and with a burning candle inside. This night, children knock at home and shout: "Help or regret!" or (in the US and Canada) "trick or treat!" In order to protect yourself from these little "evil demons" you should provide them with sweets, which is a kind of victim.	October 31	Decreased prices for some goods on the eve of the holiday can be found in stores in the US, Europe and Asia. These usually start a week or two before the holiday.	+	+

International Student Day	A favorite holiday of all students in higher education.	November 17	Promotions begin a week or two before the holiday. They are designed for students. The status of the student must be confirmed.	+	+
Thanksgiving Day	A national holiday in the US and Canada. The festive season, which includes Christmas and continues until the New Year, begins on this day. It is customary to spend this day with the family and eat a turkey dinner.	The second Monday of October (in Canada) and the fourth Thursday of November (in the USA)	It is customary to give discounts on the common categories of goods, from electronics to interior items and other small items on Thanksgiving Day. However, the discounts are usually not very large. In addition, if on Black Friday and Cyber Monday they can reach 80 percent, on the Thanksgiving Day, on average, it may be from 5 to 40 percent.	+	
Black Friday	Black Friday is the Friday after Thanksgiving in the US. Although this is not an official holiday, many workers and employees in the USA take vacation on this day and rest with their families.	Fourth Friday in November	This day is the traditional start of the Christmas sales season. Discounts on Black Friday can reach record sizes (up to 80%). That's why it is normal to see huge queues at the shops on this day. When the stores open, fights arise very quickly. These are often shown on TV. The number of sales breaks records on this day.	+	
Cyber Monday	The newest holiday, for the Internet era. Cyber Monday is considered a day of global sales in online stores. Cyber Monday comes just after Black Friday, when everyone returns to the offices and starts pre-Christmas online shopping.	The Monday after Black Friday (end of November - early December)	On Black Friday, buying something at a huge discount is easier offline. The peak for discounts in online stores is on Cyber Monday. On this day, online stores offer maximum discounts on goods sold. It's another day for huge discounts for those who didn't spend all their cash on Black Friday.	+	
Catholic Christmas	The biggest holiday of the year in the Western world.	December 25	Christmas sales traditionally offer the most grandiose and generous discounts of the whole year. Sales and promotions start on Black Friday and continue until Christmas	+	+

P.S. Another excellent occasion for a holiday is the birthday of your company or your product!