

HOLIDAY CALENDAR

October 2020



ALL MONTH



BREAST CANCER AWARENESS MONTH

Help your customers get ready to raise money for Breast Cancer Research and run a contest to help raise awareness.

ALL MONTH



DIVERSITY AWARENESS MONTH

Take an opportunity this month to highlight your brand's diversity and initiatives to become more inclusive of others.

OCTOBER 19-23



HEALTH EDUCATION WEEK

It's always good to take opportunities to connect with consumers on the issue of health. Use your channels to show how you can help shoppers with their health goals.

OCTOBER 1



COFFEE DAY

A big day for coffee brands and a great occasion for other stores to use their social channels to connect with fans and consumers.

OCTOBER 3



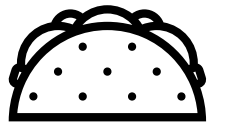
MEAN GIRLS DAY

It's October 3rd.

OCTOBER 4

TACO DAY

Who doesn't love a good taco? Get your fans in the spirit by recommending recipes or encouraging them to show off their creations with a fun hashtag.



OCTOBER 10

MENTAL HEALTH DAY

This year more than ever has highlighted the need for people to be mindful of their mental health. Use your platform to suggest mental health activities or even product offerings that would be helpful



OCTOBER 16

CAT DAY

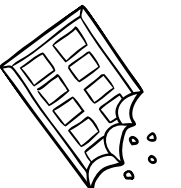
We spend a lot of time celebrating dogs, so it's only right we make sure our feline family members are getting plenty of love also. Show off your team members' cats on social media and get in on the fun.



OCTOBER 28

CHOCOLATE DAY

Like coffee, chocolate has a universal appeal that allows any brand to use their channels to get in on the fun of the day.



NOVEMBER 30

HALLOWEEN

An holiday you should consider putting a fun marketing campaign together for, even if your products don't fit the typical mold for tricks and treats.

