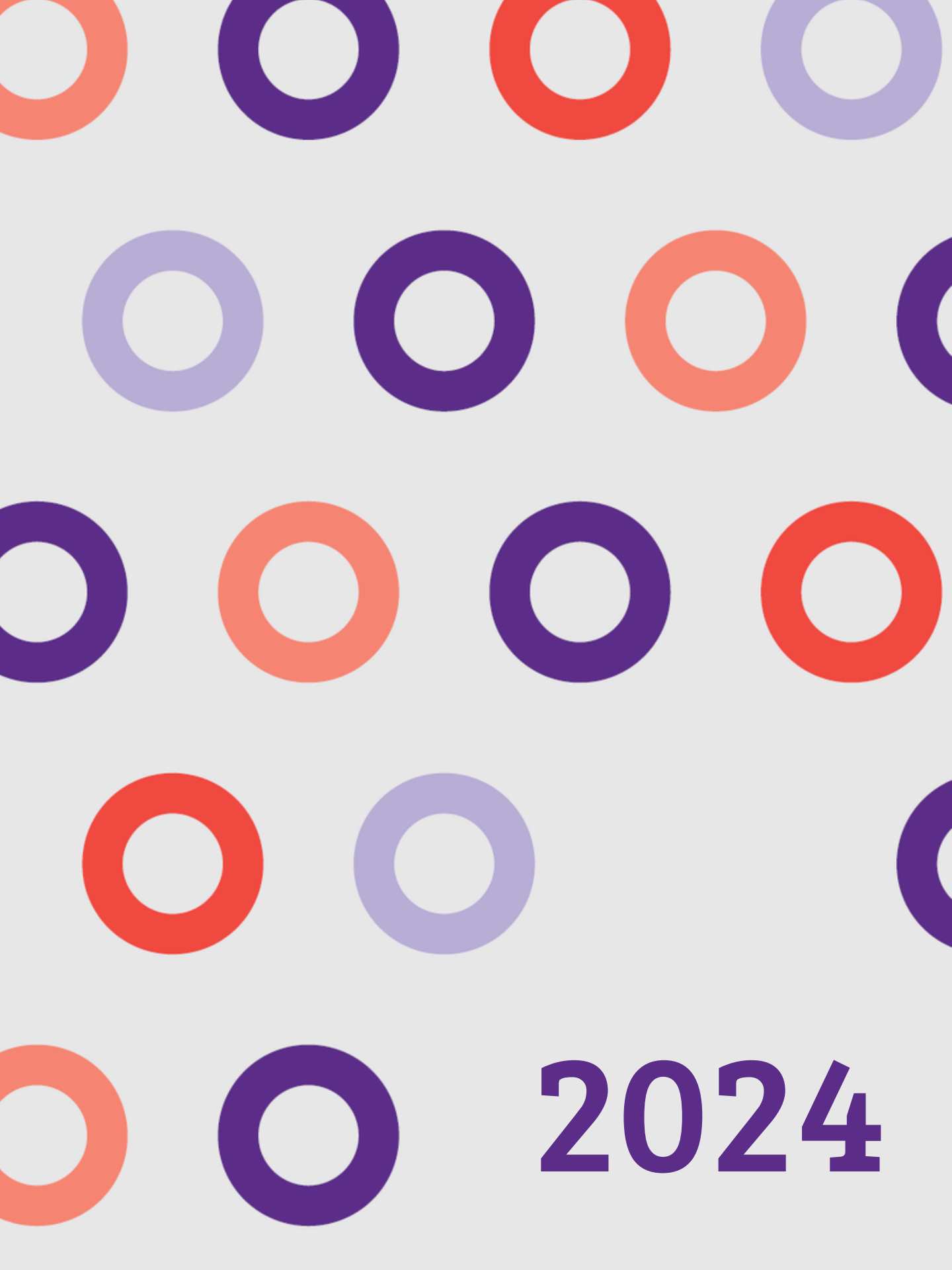




2024

JANUARY – CELEBRATE NEW

1 – New Year's Day

5 – National Whipped Cream Day

11 – National Milk Day

15 – Martin Luther King Jr. Day

18 – National Winnie the Pooh Day

21 – National Hugging Day

22 – Set Valentine's in-store

23 – National Pie Day

27 – National Chocolate Cake Day

30 – National Croissant Day

30 – Set Mardi Gras in-store

31 – National Hot Chocolate Day

FEBRUARY – CELEBRATE LOVE

Black History Month

1 – National Dark Chocolate Day

2 – Groundhog Day

2 – National Bubble Gum Day

11 - Super Bowl LVIII

13 – Mardi Gras

14 – Valentine's Day

17 – National Random Acts of Kindness Day

19 – President's Day

20 – National Muffin Day

24 – Mexican Flag Day

25 – Set St. Patrick's Day in-store

MARCH – CELEBRATE LIFE

Women's History Month

1 - Employee Appreciation Day

2 - National Banana Cream Pie Day

4 – Set Easter in-store

8 – International Woman's Day

9 – Barbie's Birthday

10 – Ramadan Begins

14 – National Pi Day

17 – St. Patrick's Day

19 – Spring Equinox

20 - National Proposal Day

31 - Easter

APRIL – CELEBRATE HOPE

Grad Season Begins

1 – April Fools Day

3 - National Chocolate Mousse Day

5 – Passover Begins

9 – National Unicorn Day

11 – National Pet Day

14 – National Gardening Day

15 – Set Mother's Day in-store

22 – Earth Day

24 – Administrative Professionals Day

28 – National Superhero Day

MAY – CELEBRATE ACHEIVEMENT

Military Appreciation Month

4 – Star Wars Day

5 - Cinco de Mayo

6 – National Nurses Day

7 – National Teacher’s Day

10 – Hispanic Mother’s Day

12 – U.S. Mother’s Day

15 - National Chocolate Chip Day

20 - World Bee Day

27 – Memorial Day

27 – Set Father’s Day in-store

31 – National Smile Day

JUNE – CELEBRATE UNIQUENESS

Pride Month

7 - National Chocolate Ice Cream Day

7 – National Donut Day

8 - National Best Friends Day

14 - National Movie Night

14 – U.S. Flag Day

14 - National Strawberry Shortcake Day

16 – Father’s Day

19 - Juneteenth

20 – Summer Begins

23 – National Pink Day

26 – National Coconut Day

JULY – CELEBRATE FREEDOM

1 – Canada Day

4 – Independence Day

7 – World Chocolate Day

7 - National Strawberry Sundae Day

9 – National Sugar Cookie Day

15 - National Give Something Away Day

17 – World emoji Day

18 – Set Back to School in-store

21 – National Ice Cream Day

25 – National Hot Fudge Sundae Day

28– National Milk Chocolate Day

30 – International Day of Friendship

AUGUST – CELEBRATE FAMILY

Back to School Season Begins

4 – National Chocolate Chip Cookie Day

4 – National Friendship Day

6 – National Night Out

10 – National S'more Day

15 – National Lemon Meringue Pie Day

19 - National Soft Ice Cream Day

19 – Set Patriotic in-store for Labor Day

25 – National Banana Split Day

27 – National Just Because Day

28 – National Power Rangers Day

SEPTEMBER – CELEBRATE BIRTHDAYS

1 – Set Fall in-store

2 – Labor Day

8 – National Grandparent's Day

12 – NFL Season Begins

12 – National Chocolate Milkshake Day

14 – National Cream Filled Donut Day

15 – Hispanic Heritage Month Begins

18 – Air Force Birthday

22 – Autumn Equinox

27 – National Chocolate Milk Day

29 – National Coffee Day

OCTOBER – CELEBRATE SURPRISE

Breast Cancer Awareness Month

1 – National Pumpkin Spice Day

5 - National Do Something Nice Day

10 – National Cake Decorating Day / Set Halloween in-store

14 – National Dessert Day

16 – National Stop Bullying Day

17 – Set Día de los Muertos in-store

19 – National Sweetest Day

18 – National Chocolate Cupcake Day

22 – National Color Day

27 - Navy Day

31 - Halloween

NOVEMBER – CELEBRATE GRATITUDE

1 – Día de los Muertos

4 – National Candy Day

5 – National Donut Day

8 – National STEM/STEAM Day

10 - National Vanilla Cupcake Day / Set Thanksgiving in-store

13 – World Kindness Day

15 - National Bundt Day

18 - National Princess Day / Mickey Mouse Birthday

19 - National Play Monopoly Day

28 - Thanksgiving

26 – National Cake Day

DECEMBER – CELEBRATE GIVING

1 – National Pie Day

2 – Set Christmas in-store

4 - National Cookie Day

7 - Hanukkah Begins

12 – Gingerbread House Day

15 – National Cupcake Day

17 – Set New Year's in-store

21 – Winter Solstice

22 – National Cookie Exchange

25 – Christmas Day

26 - Kwanzaa

31 – New Year's Eve