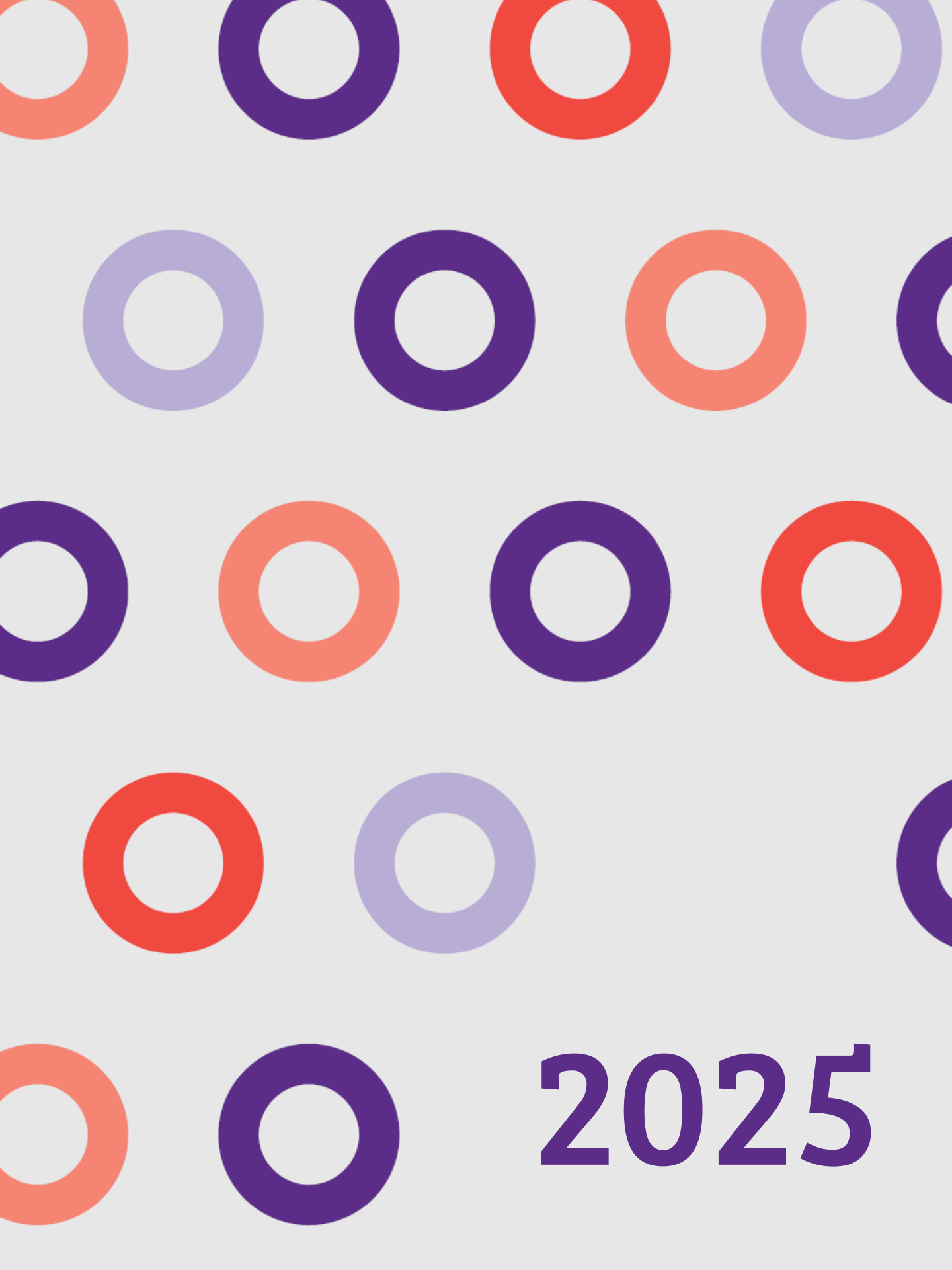




2025

JANUARY – CELEBRATE NEW

1 – New Year's Day

5 – National Whipped Cream Day

11 – National Milk Day

18 – National Winnie the Pooh Day

20 – Martin Luther King Jr. Day

21 – National Hugging Day

21 – Set Valentine's in-store

23 – National Pie Day

27 – National Chocolate Cake Day

29 – Chinese New Year

30 – National Croissant Day

31 – National Hot Chocolate Day

FEBRUARY – CELEBRATE LOVE

Black History Month

2 – Groundhog Day

7 – National Bubble Gum Day

9 – Super Bowl LVI

13 – Galentine's Day

14 – Valentine's Day / Captain America: Brave New World Movie Opens

17 – National Random Acts of Kindness Day

17 – President's Day

20 – National Muffin Day

24 – Set Mardi Gras in-store

24 – Mexican Flag Day

25 – Set St. Patrick's Day in-store

MARCH – CELEBRATE LIFE

Women's History Month

4 – Mardi Gras

7 – Employee Appreciation Day

8 – International Woman's Day

9 – Barbie's Birthday

9 – Daylight Savings

10 – Mario Day

14 – National Pi Day

17 – St. Patrick's Day

20 – Spring Equinox / International Day of Happiness

21 - Snow White Movie Opens

31 – Set Easter in-store

APRIL – CELEBRATE HOPE

Grad Season Begins

1 – April Fools Day

4 – Minecraft: The Movie Opens

9 – National Unicorn Day

11 – National Pet Day

12 – Passover Begins

14 – National Gardening Day

14 – Set Mother's Day in-store

20 - Easter

20 – Administrative Professionals Day

22 – Earth Day

28 – National Superhero Day

MAY – CELEBRATE ACHEIVEMENT

Military Appreciation Month

3 – National Teacher’s Day

4 – Star Wars Day

5 - Cinco de Mayo

6 – National Nurses Day

9 – U.S. Mother’s Day

10 – Hispanic Mother’s Day

23 – National Taffy Day

26 – Memorial Day

31 – National Smile Day

JUNE – CELEBRATE UNIQUENESS

Pride Month

1 – Set Father’s Day in-store

6 – National Donut Day

7 – National Chocolate Ice Cream Day

14 – U.S. Flag Day

15 – Father’s Day

19 – Juneteenth

21 – Summer Begins

23 – National Pink Day

27 – National Ice Cream Day

JULY – CELEBRATE FREEDOM

Ice Cream Month

4 – Independence Day

7 – World Chocolate Day

8 – National Video Game Day

9 – National Sugar Cookie Day

10 – National Doughnut Week

17 – World emoji Day

18 – Set Back to School in-store

23 – National Vanilla Ice Cream Day

25 – National Hot Fudge Sundae Day

27 – National Love is Kind Day

30 – International Day of Friendship

AUGUST – CELEBRATE FAMILY

Back to School Season Begins

4 – National Chocolate Chip Cookie Day

5 – National Night Out

7 – National Friendship Day

10 – National S'more Day

15 – National Lemon Meringue Pie Day

21 – World Honey Bee Day

23 – 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

1 – Labor Day

4 – NFL Season Begins

11 – National Grandparent's Day

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

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

12 – National Stop Bullying Day

14 – National Dessert Day

15 – National Sweetest Day

17 – Set Día de los Muertos in-store

18 – National Chocolate Cupcake Day

22 – National Make a Difference Day

28 – National Chocolate Day

31 - Halloween

NOVEMBER – CELEBRATE GRATITUDE

1 – Día de los Muertos

2 – Daylight Saving Times Ends

8 – National STEM/STEAM Day

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

11 – Veterans Day

13 – World Kindness Day

18 - National Princess Day / Mickey Mouse Birthday

19 - National Play Monopoly Day

27 - Thanksgiving

26 – National Cake Day

DECEMBER – CELEBRATE GIVING

1 – National Pie Day

4 – Set Hanukkah in-store / Set Christmas in-store

12 – Gingerbread House Day

15 – National Cupcake Day

15 - Hanukkah

17 – Set New Year's in-store

21 – Winter Solstice

22 – National Cookie Exchange

25 – Christmas Day

26 - Kwanzaa

31 – New Year's Eve