

KEY DATES OF 2021 MARKETING EVENTS IN THE UK

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Get your affiliate marketing and social media campaigns in order and start thinking of some profitable ways to celebrate.

JANUARY 2021

-  **1st** New Year's Day
-  **12th** Kiss a Ginger Day
-  **18th** Winnie the Pooh Day and Blue Monday
-  **25th** Burns Night

MARCH 2021

-  **1st** St David's Day
-  **3rd** World Wildlife Day
-  **4th** World Book Day
-  **8th** Int Women's Day
-  **14th** Mother's Day
-  **17th** St Patrick's Day
-  **20th** Spring Equinox
-  **21th** World Poetry Day
-  **27th** Earth Hour
-  **28th** Clocks go forward at 1am

MAY 2021

-  **3rd** Bank Holiday Monday
-  **4th** Star Wars Day
-  **5th** Cinco De Mayo
-  **12th** Eid al-Fitr
-  **15th** FA Cup Final & English Wine Week begins
-  **18th** RHS Chelsea Flower Show begins
-  **22nd** Eurovision Final
-  **28th** World Hunger Day
-  **29th** Champion's League Final
-  **31st** Bank Holiday Monday

JULY 2021

-  **3rd** Lions Tour to South Africa begins
-  **7th** World Chocolate Day
-  **11th** European Champions Final at Wembley
-  **14th** Bastille Day
-  **19th** Eid al-Adha
-  **23rd** Tokyo Olympics Opening Ceremony

SEPTEMBER 2021

-  **Back to school and Organic September**
-  **4th** World Beard Day
-  **5th** Tokyo Paralympics Closing Ceremony
-  **13th** Roald Dahl Day
-  **16th** 100 days until Xmas
-  **19th** Talk Like a Pirate Day and British Food Fortnight begins
-  **22nd** World Car Free Day and Autumn Equinox
-  **27th** World Tourism Day

NOVEMBER 2021

-  **1st** World Vegan Day
-  **4th** Diwali
-  **5th** Bonfire Night
-  **13th** World Kindness Day
-  **14th** Remembrance Sunday
-  **20th** World Children's Day
-  **25th** Thanksgiving
-  **26th** Black Friday
-  **27th** Small Business Saturday
-  **28th** Hannukkah begins
-  **29th** Cyber Monday
-  **30th** St Andrews Day

FEBRUARY 2021

-  **2nd** Groundhog Day
-  **6th** Six Nations begins
-  **7th** Super Bowl Sunday
-  **9th** National Pizza Day
-  **12th** Chinese New Year Year of the Ox
-  **14th** Valentine's Day
-  **15th** Singles Awareness Day
-  **16th** Shrove Tuesday
-  **17th** Random Acts of Kindness Day

APRIL 2021

-  **1st** April Fool's Day
-  **2nd** Good Friday
-  **3rd** Easter Saturday and Oxford V Cambridge Boat Race
-  **4th** Easter Sunday
-  **5th** Easter Monday
-  **7th** World Health Day
-  **10th** The Grand National
-  **12th** Ramadan begins
-  **21st** National Tea Day and Queen's 95th Birthday (actual)
-  **22nd** Earth Day
-  **23rd** St George's Day & Shakespeare's birth and death date
-  **25th** London Marathon & 93rd Academy Awards

JUNE 2021

-  **11th** European Championships begin
-  **12th** Queen's Official Birthday and World Gin Day
-  **20th** Father's Day
-  **21st** Summer Solstice
-  **23rd** Glastonbury (50th anniversary) starts
-  **25th** National Cream Tea Day
-  **26th** London Pride and Tour de France starts
-  **28th** Wimbledon starts

AUGUST 2021

-  **1st** Edinburgh Fringe Festival starts (TBC)
-  **6th** Beer Day
-  **8th** International Cat Day and Tokyo Olympics Closing Ceremony
-  **20th** Men's Grooming Day
-  **24th** Tokyo Paralympics Opening Ceremony
-  **26th** National Burger Day
-  **29th-31st** Notting Hill Carnival
-  **31st** Bank Holiday Monday

OCTOBER 2021

-  **Black History Month and Sober October**
-  **1st** World Vegetarian Day and Int Coffee Day
-  **3rd** Grandparent's Day
-  **4th** World Animal Day
-  **5th** World Teacher's Day
-  **6th** World Mental Health Day
-  **16th** World Food Day
-  **21st** Apple Day
-  **25th** World Pasta Day
-  **31st** Halloween and Clocks go back at 2am

DECEMBER 2021

-  **21st** Winter Solstice
-  **24th** Christmas Eve
-  **25th** Christmas
-  **26th** Boxing Day
-  **31st** New Year's Eve



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