KEY DATES & HOLIDAYS

2021

In 2020, we saw an accelerated adoption of e-commerce for consumers due to the pandemic, leading to record breaking results for many partners and advertisers. It's important we capitalise on the growing opportunity and increased number of online consumers. Here are the top key dates and holidays in 2021 to plan for.



QUARTER ONE



NEW

YEAR'S DAY









BACK TO

SCHOOL SALES

GLOBAL

JANUARY 1 - 31



BLUE

MONDAY

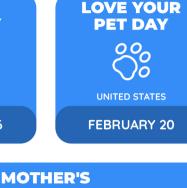


FEBRUARY 14

AUSTRALIA

DAY

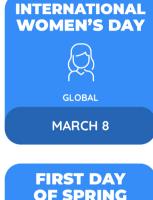


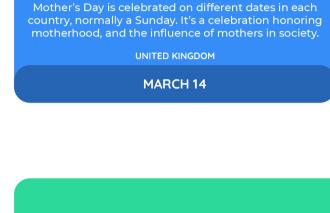




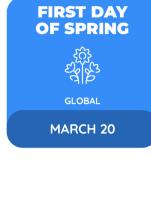
SYDNEY

MARDI GRAS









QUARTER TWO

PARTNERIZE TIP

Keep you contact information up to date in the platform, to make sure brands have the correct details to reach out to you. You can edit your contact details under 'Company settings'.

APRIL **SIBLINGS GOOD FRIDAY & FOOLS DAY EASTER WEEKEND** DAY

Easter is a christianity festival, which is also a chocolate filled holiday for many! Many brands will be running egg-cellent campaigns that you can collaborate on.

GLOBAL

APRIL 2 - 4



MAY BANK

HOLIDAY



RAMADAN





MAY 31

EARTH



JUNE 1 - 30

GLOBAL

APRIL 10

ST GEORGE'S

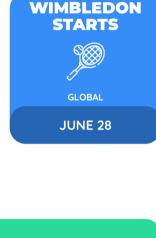


JUNE 12



MAY 9





QUARTER THREE

PARTNERIZE TIP

Use Quicklink to quickly and easily create tracking links whilst browsing a brands website. Download Quicklink from the Chrome Webstore, log in, and get your tracking link ready to add straight into your content.



AUGUST 29 - 30

LABOUR

UNITED STATES

SEPTEMBER 6

CANADA

DAY

CANADA

JULY 1

TOKYO

OLYMPICS



GLOBAL

SEPTEMBER 15 - 16

INDEPENDENCE

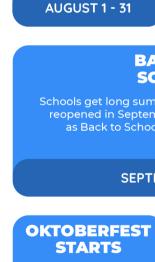
DAY

JULY 4

SUMMER

HOLIDAYS

NORTHERN HEMISPHERE



BASTILLE

DAY

FRANCE

JULY 14

EXAM

RESULTS

EMEA



GLOBAL

SEPTEMBER 27

EID

AL-ADHA

GLOBAL

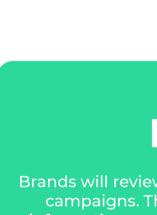
JULY 19 - 23

INTERNATIONAL

BEER DAY

GLOBAL

AUGUST 6





CANADIAN

THANKSGIVING

REMEMBRANCE

& VETERANS DAY



HALLOWEEN

CELEBRATIONS



DIWALI

NOVEMBER 4

SINGLES

Singles' Day is a holiday celebrated in China, where single people commemorate the occasion by treating themselves to gifts and presents.

GLOBAL

NOVEMBER 11

CANADA **GLOBAL OCTOBER 11 OCTOBER 31**



WORLD MENTAL

HEALTH DAY

GLOBAL

OCTOBER 10

BONFIRE



GLOBAL

NOVEMBER 27





NOVEMBER 29

SUPER

SATURDAY

GLOBAL





GLOBAL



KWANZAA BEGINS

GLOBAL

HANNUKAH **BEGINS**

