

# 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

<b>NEW YEAR'S DAY</b>  <small>GLOBAL</small> <b>JANUARY 1</b>	<b>BACK TO SCHOOL SALES</b>  <small>GLOBAL</small> <b>JANUARY 1 - 31</b>	<b>BLUE MONDAY</b>  <small>GLOBAL</small> <b>JANUARY 18</b>	<b>AUSTRALIA DAY</b>  <small>AUSTRALIA</small> <b>JANUARY 26</b>
<b>SUPER BOWL SUNDAY</b>  <small>UNITED STATES</small> <b>FEBRUARY 7</b>	<b>CHINESE NEW YEAR</b>  <small>CHINA</small> <b>FEBRUARY 12</b>	<b>VALENTINE'S DAY</b> It's the day when people show their affection for another person or people, by sending cards, flowers, gifts or chocolates with messages of love. <small>GLOBAL</small> <b>FEBRUARY 14</b>	
<b>SHROVE TUESDAY</b>  <small>GLOBAL</small> <b>FEBRUARY 16</b>	<b>LOVE YOUR PET DAY</b>  <small>UNITED STATES</small> <b>FEBRUARY 20</b>	<b>SYDNEY MARDI GRAS</b>  <small>AUSTRALIA</small> <b>MARCH 6</b>	<b>INTERNATIONAL WOMEN'S DAY</b>  <small>GLOBAL</small> <b>MARCH 8</b>
<b>MOTHER'S DAY</b> Mother's Day is celebrated on different dates in each country, normally a Sunday. It's a celebration honoring motherhood, and the influence of mothers in society. <small>UNITED KINGDOM</small> <b>MARCH 14</b>		<b>ST. PATRICK'S DAY</b>  <small>IRELAND</small> <b>MARCH 17</b>	<b>FIRST DAY OF SPRING</b>  <small>GLOBAL</small> <b>MARCH 20</b>

### 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'.

## QUARTER TWO

 GLOBAL APRIL 1	filled holiday for many! Many brands will be running egg-cellent campaigns that you can collaborate on. GLOBAL APRIL 2 - 4	 GLOBAL APRIL 10
<b>NATIONAL PET DAY</b>  GLOBAL APRIL 11	<b>RAMADAN BEGINS</b>  GLOBAL APRIL 12	<b>EARTH DAY</b>  GLOBAL APRIL 22
		<b>ST GEORGE'S DAY</b>  UNITED KINGDOM APRIL 23
<b>MAY BANK HOLIDAY</b>  UNITED KINGDOM MAY 3 & 31	<b>MOTHER'S DAY</b>  UNITED STATES MAY 9	<b>MEMORIAL DAY</b>  UNITED STATES MAY 31
		<b>PRIDE MONTH</b>  GLOBAL JUNE 1 - 30
<b>WORLD GIN DAY</b>  GLOBAL JUNE 12	<b>FATHER'S DAY</b> Father's Day is celebrated on different dates in each country, normally a Sunday. It's a day of honouring fatherhood, as well as the influence of fathers in society. GLOBAL JUNE 20	<b>WIMBLEDON STARTS</b>  GLOBAL JUNE 28

### 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.

## QUARTER THREE

<b>CANADA DAY</b>  <small>CANADA</small> <b>JULY 1</b>	<b>INDEPENDENCE DAY</b>  <small>UNITED STATES</small> <b>JULY 4</b>	<b>BASTILLE DAY</b>  <small>FRANCE</small> <b>JULY 14</b>	<b>EID AL-ADHA</b>  <small>GLOBAL</small> <b>JULY 19 - 23</b>
<b>TOKYO OLYMPICS</b>  <small>GLOBAL</small> <b>JULY 23</b>	<b>SUMMER HOLIDAYS</b>  <small>NORTHERN HEMISPHERE</small> <b>AUGUST 1 - 31</b>	<b>EXAM RESULTS</b>  <small>EMEA</small> <b>AUGUST 1 - 31</b>	<b>INTERNATIONAL BEER DAY</b>  <small>GLOBAL</small> <b>AUGUST 6</b>
<b>NOTTING HILL CARNIVAL</b>  <small>UNITED KINGDOM</small> <b>AUGUST 29 - 30</b>	<b>AUGUST BANK HOLIDAY</b>  <small>UNITED KINGDOM</small> <b>AUGUST 30</b>	<b>BACK TO SCHOOL</b> Schools get long summer vacation and many get reopened in September. This season is known as Back to School or First Day of School. <small>GLOBAL</small> <b>SEPTEMBER 1 - 7</b>	
<b>LABOUR DAY</b>  <small>UNITED STATES</small> <b>SEPTEMBER 6</b>	<b>YOM KIPPUR</b>  <small>GLOBAL</small> <b>SEPTEMBER 15 - 16</b>	<b>OKTOBERFEST STARTS</b>  <small>GERMANY</small> <b>SEPTEMBER 18</b>	<b>WORLD TOURISM DAY</b>  <small>GLOBAL</small> <b>SEPTEMBER 27</b>

### PARTNERIZE TIP

Brands will review your Partner Profile when you send a request to join their campaigns. The Partner Profile shows your logo, domain, and contact information, so make sure to keep it up to date under 'Company Settings'.

## QUARTER FOUR

<b>WORLD MENTAL HEALTH DAY</b>  <small>GLOBAL</small> <b>OCTOBER 10</b>	<b>CANADIAN THANKSGIVING</b>  <small>CANADA</small> <b>OCTOBER 11</b>	<b>HALLOWEEN CELEBRATIONS</b>  <small>GLOBAL</small> <b>OCTOBER 31</b>	<b>DIWALI FESTIVAL</b>  <small>GLOBAL</small> <b>NOVEMBER 4</b>
<b>BONFIRE NIGHT</b>  <small>UNITED KINGDOM</small> <b>NOVEMBER 5</b>	<b>REMEMBRANCE &amp; VETERANS DAY</b>  <small>GLOBAL</small> <b>NOVEMBER 11</b>	<b>SINGLES DAY</b> Singles' Day is a holiday celebrated in China, where single people commemorate the occasion by treating themselves to gifts and presents. <small>GLOBAL</small> <b>NOVEMBER 11</b>	
<b>THANKSGIVING DAY</b>  <small>UNITED STATES</small> <b>NOVEMBER 25</b>	<b>BLACK FRIDAY</b> Black Friday is now one of the biggest shopping dates globally, with many retailers dropping prices to kick start the run-up to Christmas. <small>GLOBAL</small> <b>NOVEMBER 26</b>	<b>HANNUKAH BEGINS</b>  <small>GLOBAL</small> <b>NOVEMBER 28</b>	
<b>SMALL BUSINESS DAY</b>  <small>GLOBAL</small> <b>NOVEMBER 27</b>	<b>CYBER MONDAY</b>  <small>GLOBAL</small> <b>NOVEMBER 29</b>	<b>GIVING TUESDAY</b>  <small>GLOBAL</small> <b>NOVEMBER 30</b>	<b>ST NICHOLAS DAY</b>  <small>GLOBAL</small> <b>DECEMBER 6</b>
<b>CHRISTMAS JUMPER DAY</b>  <small>GLOBAL</small> <b>DECEMBER 10</b>	<b>SUPER SATURDAY</b>  <small>GLOBAL</small> <b>DECEMBER 18</b>	<b>BOXING DAY</b>  <small>GLOBAL</small> <b>DECEMBER 26</b>	<b>KWANZAA BEGINS</b>  <small>GLOBAL</small> <b>DECEMBER 26</b>



# THANK YOU

WISHING YOU HEALTH AND HAPPINESS IN THE NEW YEAR AHEAD