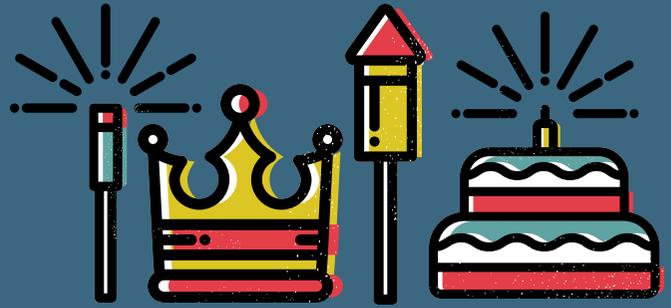


# 2017

Tying seasons, events and holidays to promotional ideas to help you drive your business in 2017.

## PROMOTIONAL CALENDAR



### FEB

- **05 - Super Bowl Sunday:** offer tips to host a great Super Bowl Party.
- **14 - Valentine's Day:** Eat your heart out with dining discounts.
- **20 - Presidents' Day:** It's time for sales, discounts and special offers.



### JUL

- **04 - Independence Day:** Celebrate America with red, blue and white offers.

### SEP

- **04 - Labor Day:** Time for Labor Day weekend sales.

### MAR

- **17 - St Patrick's Day:** Consider holding a lucky draw.
- **20 - Spring Equinox:** Spruce up for spring with 15% off.

### OCT

- **09 Columbus Day:** It's a good day to offer customers 14.92% off.
- **30 Día de los Muertos:** This creative celebration of life is a hit for Latino customers.
- **31 Halloween:** Hold a customer costume contest.



### APR

- **01 - April Fool's Day:** Create a memorable spoof.
- **16 - Easter:** The hunt is on now. Hop on into some savings.
- **22 - Earth Day:** Can you support the environment or partner with a sustainable charity?



### NOV

- **11 Veterans Day:** They've served us. Now let's serve them.
- **23 - Thanksgiving:** Share some popular recipes.
- **24 - Black Friday:** Shopping ninja tips to survive black Friday madness.
- **Bonus:** Bring back the 'stache to support men's health for Movember.



### MAY

- **05 - Cinco De Mayo:** Great time to throw a party with red, green and white. Olé!
- **14 - Mother's Day:** Publish the perfect gift giving guide to show mom you care.



### JUN

- **18 - Father's Day:** Make Father's Day special with a gift dad will love.
- **21 - Summer Solstice:** Heat things up with a summer sale or have some fun in the sun.



### DEC

- **25 - Christmas:** Consider holding a toy drive or an ugly sweater contest.
- **26 - Boxing Day:** Get in on the craziest deals of the year!
- **31 - New Year's Eve:** Create a memorable offer that helps customers ring in 2018 with style.

