2027 Marketing Calendar
Key Events for Specific Audiences in Canada

Drive Year-Round Revenue with Targeted Campaigns

SheerID

Year-Round Campaigns for Greater Loyalty

In this 2027 calendar, we help you identify opportunites to engage your key audiences in Canada:

- **Students**
- **Educators**
- **Military**
- **Healthcare Workers/First Responders**
- **Seniors**
- **Young Adults**

Understanding the moments that matter most to your audience can help you move beyond generic promotions, and show that you truly know and value them.

Use this guide to craft highly personalized offers and messages that resonate deeply, foster loyalty, and drive conversions all year round.

ALL AUDIENCES

New Year's Day
January 1, 2027

Valentine's Day
February 14, 2027

Family Day
February 15, 2027

St. Patrick's Day
March 17, 2027

Good Friday
March 26,, 2027

Easter
March 28, 2027

Earth Day
April 22, 2027

Mother's Day
May 9, 2027

Victoria Day
May 24, 2027

Father's Day
June 20, 2027

Start of Summer
June 2027

National Indigenous Peoples' Day
June 21, 2027

Canada Day
July 1, 2027

Civic Holiday
August 2, 2027

Labour Day
September 6, 2027

National Day for Truth and Reconciliation
September 30, 2027

Canadian Thanksgiving
October 11, 2027

Remembrance Day
November 11, 2027

Black Friday
November 26, 2027

Cyber Monday
November 29, 2027

Holiday Shopping Season
December 2027

Christmas
December 25, 2027

Boxing Day
December 26, 2027

New Year's Eve
December 31, 2027

SENIORS

Tax Day
April 30, 2027

Grandparents Day
September 12, 2027

National Senior's Day
October 1, 2027

Holiday Gifting
November–December 2027

YOUNG ADULTS

March Break
March 2027 (varies by province)

Tax Filing
April 30, 2027

Pride Month
June 2027

Summer Kickoff
June 2027

Summer
June–August 2027

End of Summer/Back-to-City
August 2027

Football/Hockey Season Begins
September 2027

HEALTHCARE WORKERS

World Health Day
April 7, 2027

National Physicians' Day
May 1, 2027

International Nurses Day
May 12, 2027

National Nursing Week
May 10–16, 2027

World Family Doctor Day
May 19, 2027

FIRST RESPONDERS

International Firefighters' Day
May 4, 2027

Emergency Preparedness Week
May 2–8, 2027*

National Police Week
May 9–15, 2027*

Paramedic Services Week
May 16–22, 2027*

Police and Peace Officers' National Memorial Day
September 26, 2027

EDUCATORS

International Day of Education
January 24, 2027

March Break
March 2027 (varies by province)

Teacher Appreciation Week
Early May 2027 (varies by province)

Summer Break
June–July 2027 (varies by province)

Back-to-School
August–Early September 2027

World Teachers' Day
October 5, 2027

STUDENTS

International Day of Education
January 24, 2027

March Break
March 2027 (varies by province)

Graduation Season
June 2027

Summer Break
June–July 2027 (varies by institution)

Back-to-School
Late August–Early September 2027

Back-to-School (College)
September 2027

MILITARY

Vimy Ridge Day
April 9, 2027

Canadian Armed Forces Day
June 6, 2027

Remembrance Day
November 11, 2027

Christmas Support for Deployed Troops
November–December 2027