

2027 Marketing Calendar Key Events for Specific Audiences in the US

Drive Year-Round Revenue
with Targeted Campaigns





Year-Round Campaigns for Greater Loyalty

In this 2027 calendar, we help you identify prime opportunities to engage your key audiences in the US:

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

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

SENIORS

New Year’s Day

January 1, 2027

Martin Luther King Jr. Day

January 18, 2027

Groundhog Day

February 2, 2027

Valentine’s Day

February 14, 2027

St. Patrick’s Day

March 17, 2027

Easter

March 28, 2027

Earth Day

April 22, 2027

Mother’s Day

May 9, 2027

Memorial Day

May 31, 2027

Start of Summer

June 2027

Juneteenth

June 19, 2027

Father’s Day

June 20, 2027

Independence Day

July 4, 2027
(observed July 5)

Start of Fall

September 2027

Labor Day

September 6, 2027

Columbus Day/
Indigenous Peoples’ Day

October 11, 2027

Halloween

October 31, 2027

Veterans Day

November 11, 2027

Thanksgiving

November 25, 2027

Black Friday

November 26, 2027

Cyber Monday

November 29, 2027

Holiday Shopping Season

December 2027

Hanukkah

December 24, 2027–
January 2, 2028

Christmas

December 25, 2027

Kwanzaa

December 26, 2027–
January 1, 2028

New Year’s Eve

December 31, 2027

National Senior Independence Month

February 2027

Older Americans Month

May 2027

National Senior Citizens Day

August 21, 2027

Holiday Gifting

November–December 2027



YOUNG ADULT



HEALTHCARE



FIRST RESPONDERS

Spring Break

March–April 2027

Summer Kickoff

June 2027

Pride Month

June 2027

End of Summer/Back-to-City

August 2027

Football Season Begins

September 2027

Fall Activities

October 2027

Holiday Gifting

December 2027

National Doctors’ Day

March 30, 2027

National Public Health Week

April 5–11, 2027

World Health Day

April 7, 2027

National Nurses Week

May 6–12, 2027

National Hospital Week

May 9–15, 2027

National Health Education Week

October 2027

National Law Enforcement Appreciation Day (L.E.A.D)

January 9, 2027

International Firefighters’ Day

May 4, 2027

National Police Week

May 9–15, 2027

National EMS Week

May 16–22, 2027

Firefighter Appreciation Week/
Fire Prevention Week

October 3–9, 2027

National First Responders Day

October 28, 2027



EDUCATOR



STUDENT



MILITARY

Presidents' Day

February 15, 2027

Spring Break

March–April 2027

Teacher Appreciation Month

May 2027

Teacher Appreciation Week

May 3–7, 2027

Teacher Appreciation Day

May 4, 2027

Summer Break

June–July 2027

Back-to-School

August–Early September 2027

Spring Break

March–April 2027

Graduation Season

May–June 2027

Summer Break

June–July 2027

Back-to-School

August 2027

Back-to-School (College)

Early September 2027

Winter Break

December 2027

Month of the Military Child

April 2027

Military Appreciation Month

May 2027

Military Spouse Appreciation Day

May 7, 2027

Armed Forces Day

May 15, 2027

Memorial Day

May 31, 2027

Flag Day

June 14, 2027

Independence Day

July 4, 2027 (observed July 5)

National POW/MIA Recognition Day

September 17, 2027

National Veterans and Military Families Month

November 2027

Veterans Day

November 11, 2027

Wreaths Across America

December 18, 2027

Service Birthdays by Branch

Army, June 14, 2027

Coast Guard, August 4, 2027

Air Force, September 18, 2027

Navy, October 13, 2027

Marine Corps, November 10, 2027

National Guard, December 13, 2027

Space Force, December 20, 2027