

2026 Marketing Calendar Holidays for Specific Audiences in Canada

Boost Holiday ROI: Your Loyalty Advantage





Strategic campaign planning isn't just for the holiday rush. In this 2026 calendar, we help you identify prime opportunities throughout the year to connect with your high-value 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 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, 2026

Valentine’s Day
February 14, 2026

Family Day
February 16, 2026

St. Patrick’s Day
March 17, 2026

Easter
April 5, 2026

Good Friday
April 3, 2026

Earth Day
April 22, 2026

Mother’s Day
May 10, 2026

Victoria Day
May 18, 2026

Father’s Day
June 21, 2026

Start of Summer
June 2026

National Indigenous Peoples Day
June 21, 2026

Canada Day
July 1, 2026

Civic Holiday
August 3, 2026

Veteran’s Day
November 11, 2026

Thanksgiving
November 26, 2026

Labour Day
September 7, 2026

National Day for Truth and Reconciliation
September 30, 2026

Remembrance Day
November 11, 2026

Black Friday
November 27, 2026

Cyber Monday
November 30, 2026

Holiday Shopping Season
December 2026

Christmas
December 25, 2026

Boxing Day
December 26, 2026

New Year’s Eve
December 31, 2026

Tax Day
April 15, 2026

Grandparents Day
September 13, 2026

National Senior’s Day
October 1, 2026

Holiday Gifting
November–December 2026



YOUNG ADULT



HEALTHCARE



FIRST RESPONDERS

March Break

March 2026

Tax Filing

April 30, 2026

Pride Month

June 2026

Summer Kickoff

June 2026

Summer

June–August 2026

End of Summer/Back-to-City

August 2026

Football/Hockey Season Begins

September 2026

World Health Day

April 7, 2026

National Physician’s Day

May 1, 2026

International Nurses Day

May 12, 2026

National Nursing Week

May 11–17, 2026

World Family Doctor Day

May 19, 2026

International Firefighters’ Day

May 4, 2026

Emergency Preparedness Week

May 3–9, 2026

National Police Week

May 10–16, 2026

Emergency Medical Services (EMS) Week

May 17–23, 2026

Police and Peace Officers National Memorial Day

September 27, 2026



EDUCATOR

STUDENT

MILITARY

International Day of Education

January 24, 2026

March Break

March 2026

Teacher Appreciation Week

Early May 2026 (varies by province)

Summer Break

June–July 2026

Back-to-School

August–Early September 2026

World Teachers’ Day

October 5, 2026

International Day of Education

January 24, 2026

March Break

March 2026

Graduation Season

June 2026

Summer Break

June–July 2026

Back-to-School

Late August–Early September 2026

Back-to-School (College)

September 2026

National Military Appreciation Month

January 2026

Vimy Ridge Day

April 9, 2026

Remembrance Day

November 11, 2026

Christmas Support for Deployed Troops

November–December 2026