2026 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 2026 calendar, we help you identify prime opportunites to engage your key audiences in Canda:

- **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, 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

SENIORS

Tax Day
April 15, 2026

Grandparents Day
September 13, 2026

National Senior's Day
October 1, 2026

Holiday Gifting
November–December 2026

YOUNG ADULT

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

HEALTHCARE

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

FIRST RESPONDERS

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

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

STUDENT

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

MILITARY

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