

# September 2020

Su	M	Tu	W	Th	F	Sa
<p>Baby Safety Month</p> <p>National Suicide Prevention Month</p>		<p>1</p> <p>National No Rhyme Nor Reason Day</p>	<p>2</p>	<p>3</p>	<p>4</p> <p>World Sexual Health Day</p> <p>National College Colors Day</p>	<p>5</p> <p>International Day of Charity</p>
	<p>6</p> <p>National Read a Book Day</p>	<p>7</p> <p>Labor Day</p> <p>International Day of Clean Air for blue skies</p> <p>National Beer Lovers Day</p>	<p>8</p> <p>International Literacy Day</p>	<p>9</p> <p>International Day to Protect Education from Attack</p> <p>National Sudoku Day</p>	<p>10</p> <p>World Suicide Prevention Day</p>	<p>11</p> <p>Patriot Day</p>
<p>12</p> <p>United Nations Day for South-South Cooperation</p> <p>National Day of Encouragement</p> <p>National Video Games Day</p>						
<p>13</p> <p>National Grandparents Day</p> <p>National Celiac Disease Awareness Day</p> <p>Nat'l Assisted Living Week (Sept. 15-19)</p>	<p>14</p>	<p>15</p> <p>International Day of Democracy</p> <p>National Hispanic Heritage Month (Sept. 15 - Oct. 15)</p>	<p>16</p> <p>International Day for the Preservation of the Ozone Layer</p> <p>National Working Parents Day</p>	<p>17</p> <p>World Patient Safety Day</p> <p>Constitution Day and Citizenship Day</p>	<p>18</p> <p>International Equal Pay Day</p> <p>Rosh Hashanah (Sept. 19 - 20)</p>	<p>19</p> <p>Octoberfest (Sept. 19 - Oct. 14)</p> <p>National Dance Day</p> <p>Talk Like a Pirate Day</p>
<p>20</p> <p>Wife Appreciation Day</p>	<p>21</p> <p>International Day of Peace</p> <p>Miniature Golf Day</p> <p>Civic Day of Hacking</p>	<p>22</p> <p>Autumnal Equinox</p> <p>National Voter Registration Day</p> <p>Car-Free Day</p>	<p>23</p> <p>International Day of Sign Languages</p> <p>BI Visiblility Day</p> <p>National Women's Health and Fitness Day</p>	<p>24</p> <p>World Maritime Day</p> <p>National Cooking Day</p>	<p>25</p>	<p>26</p> <p>International Day for the Total Elimination of</p> <p>National Public Lands Day</p> <p>National Hunting and Fishing Day</p>
<p>27</p> <p>World Tourism Day</p>	<p>28</p> <p>International Day for Universal Access to Information</p> <p>Yom Kippur</p> <p>National Good Neighbor Day</p>	<p>29</p> <p>International Day of Awareness of Food Loss and Waste</p> <p>National Coffee Day</p>	<p>30</p> <p>International Translation Day</p> <p>International Podcast Day</p>	<p><b>Back to College &amp; Back to School</b></p> <p>#2 and #3 on the National Retail Federation's (NRF's) list of top annual consumer spending events, back to class shopping hits its final peak on Labor Day weekend.</p> <p><b>Halloween</b></p> <p>#10 on NRF's list, Halloween planning and shopping steadily ramps up after the 1st of September.</p>		

## October Planning

### Halloween

Shopping first spikes the weekend before Halloween and then most dramatically the day of.

### Winter Holidays

#1 on the National Retail Federation's (NRF's) list of top consumer spending events, the winter holidays are make it or break it time. Shopping begins in October or sooner for 35% of consumers.

For more consumer insights and planning resources visit

[AnnumPlanning.com](https://AnnumPlanning.com)

**ANNUM**<sup>TM</sup>

 United States Federal Holiday

 United Nations Observance