

# 2021

## Awareness Days

### *Social Media Planner*

Make this year YOUR year!  
Strategy and action planning to achieve  
your marketing goals



# JANUARY



*Maximise your business growth - utilise every opportunity & seize every moment*

1st January: New Years Day  
3rd January: Festival Of Sleep Day  
4th January: Trivia Day (US)  
6th January: National Shortbread Day (US)  
12th January: Kiss a Ginger Day  
13th January: Clean Off Your Desk Day  
15th January: Hat Day (US)  
16th January: World Religion Day  
18th January: Winnie The Pooh Day  
18th January: Blue Monday  
19th January: National Popcorn Day  
20th January: Cheese Lovers Day  
21st January: National Hugging Day  
21st January: Squirrel Appreciation Day  
23rd January: National Reading Day  
23rd January: National Pie Day  
23rd January: Handwriting Day  
24th January: National Peanut Butter Day  
24th January: World Leprosy Day  
25th January: Burns Night  
26th January: Australia Day  
27th January: Chocolate Cake Day  
28th January: National Kazoo Day  
29th January: Fun At Work Day  
30th January: National Croissant Day  
31st January: National Backwards Day

Clean Up Your Computer Month  
Get A Balanced Life Month  
Get Organised Month  
Dry January  
Veganuary  
Walk Your Dog Month  
Ginuary

6th January - 21st February: Big Schools' Birdwatch  
30th January - 6th February: National Storytelling Week  
18th - 24th January: Cervical Cancer Prevention Week

*\*All dates are subject to change*

# FEBRUARY



*When you find joy in what you do, it gives motivation to keep on going*

- 1st February: National Sickie Day
- 2nd February: World Wetlands Day
- 4th February: World Cancer Day
- 4th February: Time To Talk Day
- 5th February: Wear Red Day (Children's Heart Surgery Fund)
- 5th February: NSPCC's Number Day
- 6th February: Six Nations begins
- 7th February: Send A Card To A Friend Day
- 8th February: International Epilepsy Day
- 8th February: Laugh And Get Rich Day
- 9th February: National Pizza Day
- 9th February: Safer Internet Day
- 11th February: Inventors Day
- 12th February: Chinese New Year - Year of the Ox
- 14th February: Valentines Day
- 14th February: International Book Giving Day
- 15th February: Singles Awareness Day
- 15th February: Hippo Day
- 16th February: Shrove Tuesday
- 17th February: Random Acts Of Kindness Day
- 18th February: Drink Wine Day
- 19th February: A Global Celebration of Children in Care Care Day
- 20th February: Love Your Pet Day
- 22nd February: World Thinking Day
- 22nd February: World Encephalitis Day
- 22nd February: Margarita Day
- 24th February: Pink Day
- 25th February: Digital Learning Day
- 28th February: National Essay Day

Library Lovers Month

30th January - 6th February: National Storytelling Week

1st - 7th February: Children's Mental Health Week

1st - 7th February: Sexual Abuse & Sexual Violence Awareness Week

8th - 14th February: Sign2sing Week

8th - 14th February: National Apprenticeship Week

20th - 28th February: Real Bread Week

22 February to 7 March: Fairtrade Fortnight

*\*All dates are subject to change*

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# MARCH



*Peace, patience and smiles - be the positive influence for those that you come into contact with.*

- 1st March: St David's Day
- 1st March: Self Injury Harm Awareness Day (SIAD)
- 2nd March: National Old Stuff Day
- 3rd March: World Wildlife Day
- 4th March: University Mental Health Day
- 4th March: Grammar Day
- 4th March: World Book Day
- 5th March: St Piran's Day
- 8th March: International Women's Day
- 9th March: Organise Your Home Office Day
- 10th March: No Smoking Day
- 11th March: World Kidney Day
- 14th March: Mothering Sunday
- 16th March: Young Carers Awareness Day
- 17th March: St Patrick's Day
- 17th March: Beep Beep! Day
- 18th March: Global Recycling Day
- 19th March: Comic Relief - Red Nose Day
- 19th March: World Sleep Day
- 20th March: World Storytelling Day
- 20th March: First Day Of Spring
- 20th March: International Day Of Happiness
- 21st March: World Poetry Day
- 21st March: International Day of Forests
- 22nd March: World Water Day
- 24th March: World TB Day
- 25th March: FND Awareness Day UK
- 26th March: Purple Day
- 26th March: Wear A Hat Day
- 27th March: Earth Hour
- 28th March: Clocks go forward
- 30th March: World Bipolar Day
- Craft Month
- Marie Curie's Great Daffodil Appeal
- National Bed Month
- Dechox Month
- Endometriosis Month
- Ovarian Cancer Month
- Walk All Over Cancer
- Brain Tumour Awareness Month
- 1st to 6th March: National Careers Week
- 1st to 7th March: British Pie Week
- 1st to 7th March: Endometriosis Week
- 5th to 14th March: British Science Week
- 5th to 14th March: Healthcare Science Week
- 7th to 13th March: World Glaucoma Week
- 8th to 14th March: Salt Awareness Week
- 8th to 14th March: National Feet Week
- 15th to 21st March: Nutrition and Hydration Week
- 15th to 21st March: Compost Week
- 22nd to 28th March: National Complementary Therapy
- 29th March to 4th April: World Autism Awareness Week

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# APRIL



*Embrace the new, jump on the trends that are going to help your business be visible.*

- 1st April: April Fools Day
- 2nd April: World Autism Awareness Day (WAAD)
- 2nd April: International Children's Book Day
- 2nd April: Good Friday
- 4th April: Easter Sunday
- 4th April: International Pillow Fight Day
- 5th April: Easter Monday
- 7th April: No Housework Day
- 7th April: World Health Day
- 10th April: National Siblings Day
- 11th April: World Parkinson's Day
- 16th April: WVD (World Voice Day)
- 16th April: Pyjamas for PanCan!
- 17th April: International World Hemophilia Day
- 21st April: World Creativity And Innovation Day
- 21st April: National Tea Day
- 22nd April: Earth Day
- 22nd April: International Mother Earth Day
- 23rd April: English Language Day
- 23rd April: St George's Day
- 24th April: National Skipping Day
- 24th April: Scream Day
- 25th April: World Penguin Day
- 26th April: The London Marathon
- 26th April: National DNA Day
- 28th April: Superhero Day
- 28th April: Stop Food Waste Day
- 29th April: International Dance Day
- 28th April: World Stationery Day
- 30th April: International Jazz Day
- Autism Awareness Month
- Bowel Cancer Awareness Month
- Irritable Bowel Syndrome (IBS) Awareness Month
- Parkinson Awareness Month
- Poetry Month
- International Cesarean Awareness Month
- Stress Awareness Month
- National Pet Month
- 4 - 18 April: Discover National Parks Fortnight
- 5 - 11 April: Community Garden Week
- 10 - 15 April: World Homeopathy Awareness Week
- 18 - 24 April: English Tourism Week
- 19 - 25 April: Dark Sky Week is Sunday
- 20 - 25 April: Orchid Male Cancer Awareness Week
- 20 - 25 April: World Immunisation Week
- 20 - 25 April: National Stationery Week
- 20 - 25 April: MS Awareness Week
- 20 - 25 April: Allergy Awareness Week
- 20 - 25 April: National Stop Snoring Week
- 22 April - 4 May: The Big Pedal
- 27 April - 2 May: National Gardening Week

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# MAY



*Be bold in your approach. Impact those around you. Add value at every opportunity*

- 1st May: Executive Coaching Day
- 1st May: Global Love Day
- 2nd May: World Asthma Day
- 2nd May: World Laughter Day
- 3rd May: International Dawn Chorus Day 2020
- 3rd May: May Day
- 4th May: Star Wars Day
- 5th May: International Day of the Midwife
- 6th May: World Maternal Mental Health Day
- 6th May: No Diet Day
- 8th May: World Ovarian Cancer Day
- 8th May: World Red Cross Day
- 9th May: National Lost Socks Day
- 9th May: World Fair Trade Day
- 10th May: World Lupus Day
- 11th May: Eat What You Want Day
- 11th May: World Ego Awareness Day
- 12th May: ME Awareness Day
- 12th May: International Nurses Day
- 12th May: Limerick Day
- 12th May: World Fibromyalgia Awareness Day
- 15th May: Hats For Headway
- 16th May: World Baking Day
- 17th May: World Hypertension Day
- 17th May: National Children's Day
- 20th May: Notebook Day
- 21st May: International Tea Day
- 21st May: World Day for Cultural Diversity for Dialogue and Development
- 21st May: Bike To Work Day
- 22nd May: World Goth Day
- 23rd May: World Turtle Day
- 25th May: International Missing Children's Day
- 28th May: World Hunger Day
- 29th May: National Biscuit Day
- 29th May: European Neighbours' Day
- 29th May: World Digestive Health Day
- 29th May: Oak Apple Day
- 29th May: Paperclip Day
- 30th May: World MS Day
- Maternal Mental Health Month
- Make May Purple / Action On Stroke Month
- National Walking Month
- National Share-a-Story Month
- Big Asthma Bake Sale
- Skin Cancer Awareness Month
- Cystic Fibrosis Awareness Month
- Get Caught Reading Month
- National Smile Month
- 1st - 8th May: Time for a Cuppa Week
- 3rd - 9th May: Children's Book Week
- 4th - 9th: Sun Awareness Week
- 4th - 9th May: Viral Meningitis Awareness Week
- 4th - 9th May: Red Cross Week
- 4th - 9th May: Deaf Awareness Week
- 9th - 16th May: National Doughnut Week
- 10th - 15th May: Food Allergy Awareness Week
- 1th - 16th May: ME Awareness Week
- 11th - 16th May: Coeliac Awareness Week
- 11th - 16th May: Dementia Awareness Week
- 11th - 16th May: Brain Injury Awareness Week
- 11th - 16th May: National Vegetarian Week
- 11th - 16th May: National Conversation Week
- 11th - 14th May: Water Saving Week
- 18th - 21st May: Walk To School Week
- 18th - 23rd May: Mental Health Awareness Week
- 18th - 23rd May: Learning At Work Week
- 20th - 25th May: National Epilepsy Week
- 23rd - 30th May: National Children's Gardening Week
- 23rd - 30th May: English Wine Week
- 25th - 30th May: National BBQ Week
- 25th May, 2021 - 6th June: British Tomato Fortnight

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# JUNE



*Love doesn't stop when you've found a passion. It grows and develops into something beautiful*

1st June: International Children's Day	SANDS (Stillbirth and neonatal death charity)
1st June: Global Day of Parents	Awareness Month
4th June: International Day of Innocent Children Victims of Aggression	
4th June: Hug Your Cat Day	Step Up For 30 (Bowel Cancer UK)
5th June: World Environment Day	National Candy Month
6th June: The Big Lunch	Tourettes Awareness Month
6th June: Butterfly Education and Awareness Day	
7th June: Cancer Survivors Day	31st May - 6th June: Garden Wildlife Week
8th June: World Oceans Day	1st - 6th June: National Growing for Wellbeing Week
8th June: National Best Friends Day	1st - 6th June: Volunteers Week
9th June: UK Clothing Poverty Awareness Day	1st - 6th June: Child Safety Week
10th June: Brake's Kids Walk	1st - 6th June: Wear it. Beat it
12th June: World Gin Day	1st - 6th June: World Heart Rhythm Week
13th June: Sewing Machine Day	1st - 4th June: Legs Matter Week
13th June: Cupcake Day	3rd - 8th June: Coaching Week
14th June: World Blood Donor Day	6th - 13th June: Bike Week
15th June: World Elder Abuse Awareness Day	
15th June: National Beer Day	7th - 12th June: National Intensive Care Week
17th June: Plastic Free Beauty Day	8th - 13th June: Aromatherapy Awareness Week
18th June: Autistic Pride Day	8th - 13th June: Diabetes Awareness Week
18th June: International Picnic Day	8th - 13th June: Carers Week
18th June: Sustainable Gastronomy Day	
19th June: National Refill Day	10th - 15th June: Employer Branding Awareness Week
20th June: Father's Day	14th - 19th June: Adult Learners Week
20th June: World Refugee Day	15th - 20th June: Men's Health Week
20th June: International Surfing Day	
21st June: Summer Solstice	15th - 20th June: Cervical Screening Awareness Week
21st June: Global MND Awareness Day	15th - 20th June: Refugee Week
21st June: World Music Day	15th - 20th June: Learning Disability Week
21st June: Bring Your Dog To Work Day	15th - 18th June: Loneliness Awareness Week
23rd June: International Widows Day	16th - 23rd June: March For Men
23rd June: Public Service Day	17th - 22nd June: Neighbour's Week
24th June: National Writing Day	20th - 25th June: National School Sport Week
24th June: Reserves Day	21st - 30th June: World WellBeing Week
25th June: National Cream Tea Day	22nd - 27th June: Children's Hospice Week
26th June: National Parma Violets Day	22nd - 27th June: National Picnic Week
27th June: International Sunglasses Day	22nd - 27th June: Breathe Easy Week
	29 June - 18 July: Children's Art Week

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# JULY



*Business succeeds when you're on the correct path  
Follow your heart, soul and dreams and see where it leads*

1st July: Canada Day  
1st July: International Reggae Day  
3rd July: International Plastic Bag Free Day  
3rd July: National Bereaved Parents Day  
6th July: International Kissing Day  
7th July: World Chocolate Day  
8th July: SPANA World Tea Party (sick and injured working animals)  
10th July: Don't Step On A Bee Day  
11th July: World Population Day  
12th July: National Simplicity Day  
15th July: World Youth Skills Day  
15th July: Social Media Giving Day  
15th July: National Hot Dog Day (US)  
17th July: World Day for International Justice  
17th July: World Emoji Day  
24th July: National Tequila Day  
24th July: 24/7 Samaritans The Big Listen  
27th July: Walk The Night Breast Cancer Care And Prostate Cancer UK  
29th July: International Tiger Day  
30th July: International Day Of Friendship  
30th July: National Cheesecake Day (US)

Group B Strep Support (GBSS) Awareness Month  
Sarcoma Awareness Month  
National Picnic Month  
Talk To Us Month (Samaritans)  
Plastic Free July  
Good Care Month

5th - 11th July: Glad To Care Awareness Week  
1th - 18th July: Festival Of British Archaeology  
12th - 20th July: Love Parks Week  
25th July - 8th August: National Marine Week  
25th July - 1st August: National Preserving Awareness Week

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# AUGUST



*Take risks once in a while, it's good for business!*

1st August: Yorkshire Day  
5th August: Playday  
6th August: Cycle To Work Day  
6th August: Beer Day  
8th August: International Cat Day  
8th August: National CBD Day  
10th August: National Lazy Day  
12th August: International Youth Day  
13th August: International Left Handers Awareness Day  
13th August: National Prosecco Day  
15th August: National Relaxation Day  
15th August: Cavernoma Awareness Day  
16th August: Tell A Joke Day  
19th August: World Humanitarian Day  
19th August: World Photo Day  
24th August: National Plum Day  
26th August: National Burger Day  
30th August: International Day Of The Disappeared

National Fishing Month  
National Road Victim Month

1st - 6th August: World Breastfeeding Week  
10th - 15th August: National Allotments Week  
10th - 15th August: Afternoon Tea Week

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# SEPTEMBER



*Revisit your goals often and align where you're heading to where you want to be*

- |  |   |
|--|---|
| 1st September: Walk Together for Bowel Cancer              | Sourdough September   |
| 2nd September: Toothache Day                               | Childhood Cancer Awareness Month                                  |
| 3rd September: Everywoman Day                              | Oddfellows Friendship Month                                       |
| 4th September: National Fish and Chip Day                  | Urology Awareness Month   |
| 4th September: World Beard Day                             | World Alzheimer's Month   |
| 5th September: International Bacon Day                     | Organic September   |
| 5th September: International Day Of Charity                | Blood Cancer Awareness Month                                      |
| 6th September: National Read A Book Day                    | Vascular Disease Awareness Month                                  |
| 7th September: Youth Mental Health Awareness Day           |   |
| 8th September: International Literacy Day                  | Festival of Learning Have a Go Month                              |
| 10th September: World Suicide Prevention Day               | Stand Up For Food Month   |
| 11th September: National Hot Cross Buns Day                | Walk Together for Bowel Cancer                                    |
| 13th September: Roald Dahl Day                             |   |
| 15th September: International Dot Day                      | 6th - 11th September:<br>Migraine Awareness Week                  |
| 15th September: World Lymphoma Awareness Day               | 7th - 12th September:<br>Know Your Numbers Week                   |
| 15th September: International Day of Democracy             | 7th - 12th September:<br>Organ Donation Awareness Week            |
| 16th September: Preservation Of The Ozone Layer            | 11th - 26th September:<br>The Great British Spring Clean          |
| 16th September: National Teaching Assistants' Day          | 13th - 18th September:<br>Balance Awareness Week                  |
| 18th - 20th September: Great British Beach Clean           | 14th - 19th September:<br>Sexual Health Week                      |
| 19th September: International Talk like a Pirate Day       | 14th - 19th September:<br>National Hygiene Week                   |
| 20th September: Jeans For Genes Day                        | 20th - 26th September:<br>Recycle Week                            |
| 20th September: Raspberry 'Cavernoma Awareness' Day        | 21st - 26th September:<br>International Week of Happiness at Work |
| 21st September: World Alzheimer's Day                      | 21st - 26th September:<br>World Reflexology Week                  |
| 21st September: International Day of Peace                 | 28th September - 3rd October:<br>BNF Healthy Eating Week          |
| 22nd September: World Car Free Day                         | 28th September - 1st October:<br>Bike to School Week              |
| 22nd September: Autumn Equinox                             |   |
| 24th September: FSC Friday (Forest Stewardship Council)    |   |
| 24th September: World's Biggest Coffee Morning (Macmillan) |   |
| 25th September: International Ataxia Awareness Day         |   |
| 25th September: National Doodle Day                        |   |
| 26th September: European Day Of Languages                  |   |
| 27th September: World Tourism Day                          |   |
| 28th September: National Fitness Day                       |   |
| 29th September: World Heart Day                            |   |
| 29th September: Thankyou Hidden Heroes Day                 |   |
| 30th September: National Sporting Heritage Day             |   |
| 30th September: Ask A Stupid Question Day                  |   |

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# OCTOBER



*Creative inspiration produces creative results... allow your mind to get creative.*

- |   |                                    |
|---|------------------------------------|
| 1st October: International Coffee Day                             | The Big Draw                       |
| 1st October: International Day of Older Persons                   | ADHD Awareness Month               |
| 1st October: World Vegetarian Day                                 | Breast Cancer Awareness Month      |
| 1st October: National Poetry Day                                  | Black History Month                |
| 3rd October: Grandparent's Day                                    | Go Sober For October               |
| 4th October: World Dyslexia Awareness Day                         | National Cholesterol Month         |
| 4th October: World Animal Day                                     | Pituitary Awareness Month          |
| 4th October: World Smile Day                                      | Lupus Awareness Month              |
| 4th October: No Disposable Cup Day                                | International Walk to School Month |
| 5th October: World Teachers Day                                   | International School Library Month |
| 6th October: National Badger Day                                  | Unblocktober                       |
| 7th October: World Habitat Day                                    |                                    |
| 8th October: National Clean Air Day / International Clean Air Day | 4th - 9th October:                 |
| 8th October: World Sight Day                                      | International World Space Week     |
| 9th October: World Post Day                                       | 5th - 10th October:                |
| 10th October: World Mental Health Day                             | National Braille Week              |
| 11th October: World Perimenopause Day                             | 6th - 11th October:                |
| 12th October: International Animal Rights Day                     | Dyspraxia Awareness Week           |
| 12th October: World Hospice And Palliative Care Day               | 7th - 10th October:                |
| 13th October: International Skeptics Day                          | Backcare Awareness Week            |
| 13th October: National No Bra Day                                 | 7th - 10th October:                |
| 15th October: Global Handwashing Day                              | Humphrey's Pyjama Week             |
| 15th October: Global Wave Of Light                                | 7th - 12th October:                |
| 15th October: World Values Day                                    | National Curry Week                |
| 16th October: World Food Day                                      | 7th - 12th October:                |
| 16th October: Restart a Heart Day                                 | National Arthritis Week            |
| 16th October: Boss's Day  |                                    |
| 17th October: International Day for the Eradication of Poverty    | 9th - 14th October:                |
| 18th October: Anti-Slavery Day                                    | Baby Loss Awareness Week           |
| 18th October: Epilepsy Action National Tea and Cake Break         | 12th - 15th October:               |
| 20th October: World Osteoporosis Day                              | National Work Life Week            |
| 21st October: Apple Day   | 14th - 19th October:               |
| 22nd October: International Stammering Awareness Day              | National Baking Week               |
| 22nd October: Post Polio Syndrome Day                             | 14th - 19th October:               |
| 23rd October: Wear It Pink  | National Adoption Week             |
| 25th October: World Pasta Day                                     | 14th - 19th October:               |
| 30th October: Mischief Night                                      | Chocolate Week                     |
| 31st October: Halloween   | 31st October - 1st November:       |
| 31st October: National Bug Busting Day                            | Museums At Night                   |

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# NOVEMBER



*Don't worry about what people think, be confident in what you believe in.*

- 1st November: National Authors Day
- 1st November: World Vegan Day
- 3rd November: National Sandwich Day
- 5th November: Guy Fawkes Night
- 6th November: National Stress Awareness
- 7th November: International Stout Day
- 8th November: World Radiography Day
- 9th November: World Freedom Day
- 9th November: Social Media Kindness Day
- 13th November: World Kindness Day
- 14th November: Remembrance Sunday
- 14th November: World Diabetes Day
- 17th November: Blue Wednesday
- 17th November: Brake Zebra's Beep Beep Day
- 18th November: Mickey Mouse's Birthday
- 19th November: World Toilet Day
- 19th November: International Men's Day
- 19th November: World Pancreatic Cancer Day
- 20th November: Universal Children's Day
- 21st November: World Television Day
- 21st November: World COPD Awareness Day
- 25th November: White Ribbon Day
- 25th November: Thanksgiving
- 26th November: Black Friday
- 26th November: Carers Rights Day
- 27th November: Small Business Saturday
- 29th November: Cancer Support Scotland Day
- 29th November: Cyber Monday
- 30th November: St Andrews Day
- 1st - 6th November: Global Prebiotics Week
- 2nd - 5th November: Int. Stress Awareness Week
- 4th - 9th November: National Pathology Week
- 8th - 14th November: National Spa Week
- 9th - 12th November: Talk Money Week
- 8th - 14th November: Children's Book Week
- 11th - 16th November: Alcohol Awareness Week
- 11th - 14th November: Anti-Bullying Week
- 15th - 20th November: National Geography Week
- 16th - 21st November: Road Safety Week
- 16th - 21st November: Book Week Scotland
- 16th - 20th November: World Nursery Rhyme Week
- 16th - 23rd November: National HIV Testing Week (NHTW)
- 25th November to 9th December: 16 Days Of Action Against Domestic Violence - #16DaysOfAction
- Veg Pledge
- National Novel Writing Month
- November
- Mouth Cancer Action Month
- Lung Cancer Awareness Month
- Pancreatic Cancer Awareness Month

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# DECEMBER



*Love. Dream. Create. Inspire. There's always room to discover bigger results.*

- 1st December: Tree Dressing Day
- 2nd December: International Day For The Abolition Of Slavery
- 3rd December: Make A Gift Day
- 3rd December: International Day of Persons with Disabilities
- 4th December: National Cookie Day
- 5th December: World Soil Day
- 5th December: International Volunteer Day
- 7th December: International Civil Aviation Day
- 7th December: National Cotton Candy Day (US)
- 9th December: International Anti Corruption Day
- 10th December: International Animal Rights Day
- 10th December: Christmas Jumper Day
- 10th December: Human Rights Day
- 12th December: National Workplace Day of Remembrance
- 12th December: Gingerbread House Day
- 18th December: Arabic Language Day
- 18th December: International Migrants Day
- 20th December: International Human Solidarity Day
- 21st December: Winter Solstice
- 21st December: National Robin Day
- 24th December: Christmas Eve
- 25th December: Christmas Day
- 26th December: Boxing Day
- 31st December: New Years Eve

Decembeard  
Safe Toys & Gifts Month

2nd - 7th December: National Grief Awareness Week

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Looking for help with your  
social media marketing or strategy?

**KJP Creative**  
[info@kjpcreative.com](mailto:info@kjpcreative.com)  
[www.kjpcreative.com](http://www.kjpcreative.com)

Looking for help with project management,  
business strategy or mentoring to grow your  
business?

**Coastal VAs**  
[office@coastalvas.com](mailto:office@coastalvas.com)  
[www.coastalvas.com](http://www.coastalvas.com)

*Creativity is inventing, experimenting, growing, taking risks,  
breaking rules, making mistakes and having fun.*  
*Mary Lou Cook*

