

2026

Awareness Day Calendar

Plan, Promote and Grow

Produced by the Richmond Council Business team, this handy guide to key national and international awareness days and weeks – such as National Bike Week, Love your Market Fortnight and National Pizza Day – has been created to help local businesses plan marketing campaigns, promotions and customer engagement throughout the year.

Use it as a practical tool to connect with your audience, raise your profile and make every day count!

- **Plan ahead**

Use the monthly overviews to choose the dates that best fit your brand. Preparing early makes promotions smoother and more effective.

- **Create themed offers or menus**

Awareness days are perfect for limited-time deals, special dishes, product bundles, or in-store experiences.

- **Share on social media**

Join national conversations with relevant hashtags, behind-the-scenes content, or quick videos. It's an easy way to reach new audiences.

- **Collaborate locally**

Partner with neighbouring businesses on joint promotions or events—strengthening the local business community and increasing footfall.

- **Engage your customers**

Run competitions, tastings, demonstrations, or loyalty boosts linked to awareness days. These moments help deepen customer relationships.

- **Tell your story**

Use awareness days as prompts to highlight your values, heritage, or team—helping customers feel more connected to your brand.

For more ideas on how to use awareness days to boost your marketing, events, and social media, visit:

www.richmond.gov.uk/business-hub

2026 Awareness Day Calendar

Plan, Promote and Grow

January

1	Thurs	New Year's Day	
		(whole month) Veganuary	
		(whole month) Dry January	
		(whole month) Mentoring Month	
2	Fri		
3	Sat		
4	Sun	National Spaghetti Day	
5	Mon		
6	Tues	National Shortbread Day	
7	Wed		
8	Thurs		
9	Fri		
10	Sat		
11	Sun		
12	Mon	National Pharmacist Day	
13	Tues		
14	Wed		
15	Thurs	Bagel Day	
16	Fri	Spicy Food Day	
17	Sat		
18	Sun		
19	Mon	National Popcorn Day	
		Brew Monday	
		Blue Monday	
20	Tues	National Cheese Lover's Day	
21	Wed		
22	Thurs		
23	Fri		
24	Sat	National Peanut Butter Day	
		National Job Sharing Day	
25	Sun	National Irish Coffee Day	
26	Mon		
27	Tues	National Chocolate Cake Day	
28	Wed		
29	Thurs		
30	Fri	National Croissant Day	
31	Sat	National Hot Chocolate Day	
		(until 8 Feb) National Storytelling Week	

February

1	Sun	(whole month) LGBT History Month	
		British Yorkshire Pudding Day	
2	Mon		
3	Tues	World Carrot Cake Day	
4	Wed		
5	Thurs	World Nutella Day	
6	Fri	National Chopstick Day	
7	Sat		
8	Sun	International Scotch Day	
9	Mon	(until 15 Feb) National Apprenticeship Week	
		National Pizza Day	
10	Tues		
11	Wed		
12	Thurs		
13	Fri	Galentine's Day	
14	Sat	Valentine's Day	
		Book Giving Day	
15	Sun		
16	Mon		
17	Tues	(until 18 March) Ramadan*	
		Random Acts of Kindness Day	
		Lunar New Year (Chinese New Year)	
		Shrove Tuesday (Pancake Day)	
18	Wed	Ash Wednesday	
19	Thurs	(until 23 Feb) London Fashion Week	
20	Fri	National Love Your Pet Day	
21	Sat	(until 1 March) Real Bread Week	
22	Sun	National Dog Walking Day	
		Margarita Day	
23	Mon	Banana Bread Day	
		National Hospitality Workers Appreciation Day	
		(until 1 March) Cornish Pasty Week	
24	Tues	World Bartender Day	
25	Wed		
26	Thurs	Toast Day	
27	Fri		
28	Sat	Floral Design Day	

March

1	Sun	(whole month) Women's History Month	
		World Compliment Day	
2	Mon	(until 7 Mar) National Careers week	
		(until 9 Mar) British Pie Week	
		(until 15 Mar) Fairtrade Fortnight	
3	Tues	(until 9 Mar) National Butchers' Week	
4	Wed		
5	Thurs	World Book Day	
6	Fri	(until 7 Mar) Global Day of Unplugging	
		Employee Appreciation Day	
7	Sat	National Cereal Day	
8	Sun	International Women's Day	
9	Mon	Made In The UK Day	
10	Tues		
11	Wed		
12	Thurs		
13	Fri	(until 22 Mar) English Tourism Week	
14	Sat		
15	Sun	Mother's Day	
16	Mon	(until 22 Mar) Global Money Week	
17	Tues	(until 22 Mar) National Fragrance Week	
18	Wed		
19	Thurs	Global Recycling Day	
		Eid al-Fitr* (end of Ramadan)	
20	Fri	International Day of Happiness	
21	Sat	World Poetry Day	
22	Sun		
23	Mon		
24	Tues		
25	Wed	International Waffle Day	
26	Thurs		
27	Fri	World Theatre Day	
28	Sat		
29	Sun		
30	Mon	International Zero Waste Day	
31	Tues		

April

1	Wed	Stress Awareness Month	
		April Fools' Day	
		National Walking Day	
		National Sourdough Bread Day	
2	Thurs	International Children's Book Day	
3	Fri	Walk To Work Day	
		Good Friday	
4	Sat		
5	Sun	Easter Sunday	
6	Mon	Easter Monday	
7	Tues	World Health Day	
8	Wed		
9	Thurs		
10	Fri		
11	Sat	National Pet Day	
12	Sun		
13	Mon		
14	Tues		
15	Wed	World Art Day	
16	Thurs	Wear Your Pyjamas to Work Day	
17	Fri		
18	Sat	Record Store Day	
19	Sun		
20	Mon		
21	Tues	World Creativity and Innovation Day	
22	Wed	National Tea Day	
		National Administrative Professionals Day	
23	Thurs	(until 30 April) Great British Beef Week	
24	Fri		
25	Sat		
26	Sun		
27	Mon		
28	Tues	Pay It Forward Day	
		World Day for Health and Safety at Work	
29	Wed	Stop Food Waste Day	
30	Thurs	International Jazz Day	

May

1	Fri	(whole month) Local & Community History Month	
		(whole month) National Walking Month	
		(whole month) National Photography Month	
2	Sat		
3	Sun		
4	Mon		
5	Tues	African World Heritage Day	
6	Wed		
7	Thurs		
8	Fri		
9	Sat		
10	Sun		
11	Mon	Mental Health Awareness Week	
		National Stationery Week	
12	Tues		
13	Wed	World Cocktail Day	
14	Thurs		
15	Fri	(until 30 May) Love Your Local Market	
16	Sat	National Doughnut Week	
		World Whiskey Day	
17	Sun	World Baking Day	
18	Mon	(until 24 May) Learning at Work Week	
19	Tues	(until 23 May) Chelsea Flower Show	
20	Wed		
21	Thurs	International Tea Day	
22	Fri	National Beer Garden Day	
		(until 28 May) Food Allergy Awareness Week	
23	Sat		
24	Sun		
25	Mon	(until 31 May) National BBQ Week	
26	Tues		
27	Wed	International Day of Marketing	
28	Thurs		
29	Fri	National Biscuit Day	
30	Sat	National Creativity Day	
31	Sun		

June

1	Mon	(whole month) Pride Month	
		(until 7 Jun) Volunteers' Week	
2	Tues	Leave the Office Early Day	
3	Wed	Global Running Day	
		World Cider Day	
		World Bicycle Day	
4	Thurs	World Cheese Day	
5	Fri	World Environment Day	
		National Fish and Chip Day	
6	Sat	(until 14 Jun) The Great Big Green Week	
7	Sun	World Food Safety Day	
8	Mon	(until 16 Jun) Men's Health Week	
9	Tues	(until 15 Jun) National Bike Week	
10	Wed		
11	Thurs		
12	Fri		
13	Sat	World Gin Day	
		National Rose Day	
14	Sun		
15	Mon	Beer Day Britian	
16	Tues	National Fudge Day	
17	Wed		
18	Thurs	Clean Air Day	
		International Picnic Day	
		World Tapas Day	
		International Sushi Day	
19	Fri		
20	Sat		
21	Sun	Father's Day	
		International Yoga Day	
		National Selfie Day	
22	Mon	Windrush Day	
23	Tues		
24	Wed		
25	Thurs		
26	Fri	National Beautician's Day	
27	Sat		
28	Sun		
29	Mon		
30	Tues		

July

1	Wed	(whole month) South East Asian Heritage Month	
		International Chicken Wing Day	
		(until 7 Jul) Create Week	
2	Thurs		
3	Fri		
4	Sat	(until 5 Jul) Independents' Day UK	
5	Sun		
6	Mon	(until 12 Jul) Alcohol Awareness Week	
7	Tues	World Chocolate Day	
8	Wed		
9	Thurs		
10	Fri	World Kebab Day	
11	Sat	World Mojito Day	
12	Sun	International Cava Day	
13	Mon		
14	Tues		
15	Wed	National Hot Dog Day	
		National Give Something Away Day	
16	Thurs		
17	Fri		
18	Sat		
19	Sun	National Daiquiri Day	
		National Ice Cream Day	
20	Mon		
21	Tues		
22	Wed		
23	Thurs		
24	Fri	National Tequila Day	
		International Self Care Day	
		(until 31 Jul) Love Parks Week	
25	Sat	Cheese and Wine Day	
26	Sun		
27	Mon		
28	Tues		
29	Wed	National Lipstick Day	
30	Thurs	National Intern Day	
31	Fri		

August

1	Sat		
2	Sun		
3	Mon		
4	Tues		
5	Wed		
6	Thurs	National Cycle to Work Day	
7	Fri	International Beer Day	
8	Sat	International Cat Day	
9	Sun	International Co-working Day	
		National Book Lovers Day	
10	Mon	(until 16 Aug) Afternoon Tea Week	
11	Tues		
12	Wed		
13	Thurs	National Prosecco Day	
14	Fri		
15	Sat	National Relaxation Day	
16	Sun	National Rum Day	
17	Mon	Cupcake Day	
18	Tues	Fajita Day	
19	Wed	World Humanitarian Day	
20	Thurs		
21	Fri		
22	Sat		
23	Sun		
24	Mon		
25	Tues		
26	Wed	International Dog Day	
27	Thurs	National Burger Day	
28	Fri		
29	Sat		
30	Sun		
31	Mon		

September

1	Sat	(whole month) Self-Care September	
		(whole month) Sustainable September	
2	Sun		
3	Mon		
4	Tues	Eat an Extra Dessert day	
		National Food Bank Day	
5	Wed	International Day of Charity	
6	Thurs		
7	Fri	(until 11 Sept) Zero Waste Week	
8	Sat		
9	Sun		
10	Mon		
11	Tues		
12	Wed		
13	Thurs		
14	Fri		
15	Sat		
16	Sun		
17	Mon	(until 21 Sept) London Fashion Week	
18	Tues	International Equal Pay Day	
		(until 20 Sept) World Wellness Weekend	
		National Fitness Day	
19	Wed		
20	Thurs	World Cleanup Day	
21	Fri	National Chai Day	
22	Sat	World Car Free Day	
23	Sun		
24	Mon		
25	Tues	Macmillan World's Biggest Coffee Morning	
26	Wed	(until 12 Oct) British Food Fortnight	
27	Thurs	World Rivers Day	
28	Fri		
29	Sat		
30	Sun		

October

1	Thurs	(whole month) Breast Cancer Awareness Month	
		(whole month) Black History Month	
		International Coffee Day	
		International Music Day	
		World Vegetarian Day	
2	Fri		
3	Sat	National Bookshop Day	
		Buy British Day	
4	Sun		
5	Mon	(until 9 Oct) National Customer Service Week	
		(until 11 Oct) National Curry Week	
		Worlds Teachers' Day	
		(until 8 Oct) Financial Inclusion Week	
6	Tues	(until 12 Oct) Green Libraries Week	
		National Noodle Day	
7	Wed		
8	Thurs		
9	Fri		
10	Sat	World Mental Health Day	
11	Sun		
12	Mon		
13	Tues		
14	Wed	National Dessert Day	
		(until 20 Oct) National Baking Week	
15	Thurs		
16	Fri	World Food day	
		Boss's Day	
17	Sat		
18	Sun		
19	Mon		
20	Tues	International Chefs Day	
21	Wed		
22	Thurs		
23	Fri	World Champagne Day	
24	Sat		
25	Sun	World Pasta Day	
		International Artist Day	
26	Mon		
27	Tues		
28	Wed		
29	Thurs	World Online Networking Day	
30	Fri		
31	Sat	Halloween	

November

1	Sun	(whole month) Movember (Men's Health Awareness Month)	
		World Vegan Day	
		International Author's Day	
2	Mon	(until 6 Nov) International Stress Awareness Week	
3	Tues	Purple Tuesday	
		National Sandwich Day	
4	Wed	National Stress Awareness Day	
		Roast Dinner Day	
5	Thurs	Guy Fawkes Night	
6	Fri		
7	Sat		
8	Sun	National Cappuccino Day	
		Diwali	
		Remembrance Day	
9	Mon	British Pudding Day	
10	Tues	International Accounting Day	
11	Wed		
12	Thurs	Happy Hour Day	
13	Fri	World Kindness Day	
14	Sat	World Diabetes Day	
		Carbon Literacy Action Day*	
15	Sun		
16	Mon	(until 22 Nov) National Self-Care Week	
		(until 22 Nov) Global Entrepreneurship Week	
		(until 22 Nov) Love Your High Street Week	
17	Tues		
18	Wed		
19	Thurs	Social Enterprise Day	
		International Men's Day	
20	Fri		
21	Sat		
22	Sun		
23	Mon	National Espresso Day	
24	Tues		
25	Wed		
26	Thurs	National Cake Day	
		World Sustainable Transport Day	
27	Fri	Black Friday	
28	Sat	French Toast Day	
29	Sun		
30	Mon	Cyber Monday	

December

1	Tues	Giving Tuesday	
2	Wed		
3	Thurs	English Breakfast Day	
4	Fri		
5	Sat	International Volunteer Day	
		Small Business Saturday	
		Candle Day	
6	Sun		
7	Mon	(until 11 Dec) UK Charity Week	
8	Tues	National Brownie Day	
9	Wed	National Pastry Day	
		Christmas Card Day	
10	Thurs	Christmas Jumper Day	
11	Fri		
12	Sat		
13	Sun		
14	Mon	Free Shipping Day	
15	Tues		
16	Wed		
17	Thurs		
18	Fri		
19	Sat		
20	Sun		
21	Mon		
22	Tues		
23	Wed		
24	Thurs	Christmas Eve	
25	Fri	Christmas Day	
26	Sat	Boxing Day	
27	Sun	Fruit Cake Day	
28	Mon		
29	Tues		
30	Wed		
31	Thurs	New Year's Eve	