

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	Global Recycling Day	
19 Thurs	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 Britain	
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	