



# Micro-Holiday Calendar 1.0

# 2026

BROUGHT TO YOU BY **THE BLOOM TOGETHER INITIATIVE**

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# January 2026

Jan  
1

***New Year's Day***

**Key U.S. Cities**

Nationwide

*#HappyNewYear #FreshBlooms*

**Observance Type:**

National

**Flowers:**

White, Silver & Gold

**Description & Marketing Relevance:**

Major global celebration, huge floral opportunity for gifting and events.

Jan  
1

***Haitian Independence Day***

**Key U.S. Cities**

Miami, NYC, Boston

*#HaitianIndependenceDay #FreedomAndFlowers*

**Observance Type:**

National / Haitian

**Flowers:**

Red, White, Blue & Green

**Description & Marketing Relevance:**

Diaspora celebration—floral tributes with Haitian colors.

Jan  
1

***Sudanese Independence Day***

**Key U.S. Cities**

Minneapolis, Seattle

*#SudaneseIndependenceDay #PeaceAndBlooms*

**Observance Type:**

National / Sudanese

**Flowers:**

Acacia Foliage

**Description & Marketing Relevance:**

Community observances, niche floral relevance.





Jan  
2

**National Science Fiction Day**

**Key U.S. Cities**

Nationwide

• #SciFiDay #NationalScienceFictionDay

**Observance Type:**

Pop Culture

**Flowers:**

Futuristic floral edits, LED bouquets

**Description & Marketing Relevance:**

Fun niche content.

Jan  
4

**National Spaghetti Day**

**Key U.S. Cities**

Nationwide

#NationalSpaghettiDay #BloomsAndBites

**Observance Type:**

Foodie Fun

**Flowers:**

Herbs like Rosemary, Basil

**Description & Marketing Relevance:**

Playful, food-related content.

Jan  
6

**Cuddle Up Day**

**Key U.S. Cities**

Nationwide and Cold Cities

#CuddleUpDay #NationalCuddleUpDay

**Observance Type:**

Cozy/Lifestyle

**Flowers:**

Warm Colors, Textures, and Cozy Touches

**Description & Marketing Relevance:**

Romantic or family-oriented.

Jan  
6

**Epiphany / Three Kings Day**

**Key U.S. Cities**

LA, Miami, San Antonio

#ThreeKingsDay #DíaDeReyes

**Observance Type:**

Religious / Catholic Hispanic

**Some Flowers:**

Gold, White, Royal Blue & Purple

**Description & Marketing Relevance:**

Important to Hispanic Catholics, parades and church celebrations.





Jan  
6

### **Armenian Christmas**

#### **Key U.S. Cities**

LA, NJ, Boston

*#ArmenianChristmas #SurbTsnund*

#### **Observance Type:**

Religious / Armenian Apostolic

#### **Some Flowers:**

White, Red, Blue & Gold

#### **Description & Marketing Relevance:**

Armenian Christian communities, church ceremonies.



Jan  
7

### ***I'm Not Going to Take It Anymore Day***

#### **Key U.S. Cities**

Nationwide

*#INotGoingToTakeItAnymoreDay  
#NewYearNewYou*

#### **Observance Type:**

Empowerment

#### **Flowers:**

Bold Colors

#### **Description & Marketing Relevance:**

Assertive floral theme.



Jan  
7

### **Orthodox Christmas**

#### **Key U.S. Cities**

NYC, Chicago, Seattle

*#OrthodoxChristmas #ChristmasFlowers*

#### **Observance Type:**

Religious / Orthodox

#### **Flowers:**

White, Gold, Red & Blue

#### **Description & Marketing Relevance:**

Russian, Ukrainian, Ethiopian Orthodox observances.



Jan  
7

### **Coptic Christmas**

#### **Key U.S. Cities**

NYC, NJ, LA

*#CopticChristmas #FestiveBlooms*

#### **Observance Type:**

Religious / Egyptian Orthodox

#### **Flowers:**

Palm leaves, White, Gold & Red

#### **Description & Marketing Relevance:**

Coptic Christian communities celebrate with church events.



Jan  
8

***Bubble Bath Day***

**Key U.S. Cities**

Nationwide

*#BubbleBathDay ##TreatYourself*

**Observance Type:**

Self-Care

**Flowers:**

Spa Inspired and Scented

**Description & Marketing Relevance:**

Self-care marketing.

Jan  
9

***Law Enforcement Appreciation Day***

**Key U.S. Cities**

Nationwide

*#LEADay #GratitudeInBlue*

**Observance Type:**

Tribute

**Flowers:**

Blue, Black, White & Silver

**Description & Marketing Relevance:**

Support police officers.

Jan  
9

***Guru Gobind Singh Jayanti***

**Key U.S. Cities**

CA, Yuba City, Bay Area, NYC

*#GuruGobindSinghJayanti #gurugobindsinghji*

**Observance Type:**

Religious / Sikh

**Flowers:**

Marigolds, Blue, & White

**Description & Marketing Relevance:**

Honors Sikh Guru, processions and prayers.

Jan  
11

***International Thank You Day***

**Key U.S. Cities**

Nationwide

*#ThankYouDay #SayItWithFlowers*

**Observance Type:**

Gratitude

**Flowers:**

Yellow, Pink , Peach,& White

**Description & Marketing Relevance:**

Perfect for gratitude bouquets.







Jan  
13

**Korean American  
Day**

**Key U.S. Cities**  
NYC, LA, NJ, CA & Others

#KoreanAmericanDay #KoreanPride

**Observance Type:**  
Cultural / Korean

**Flowers:**  
White, Blue, Red & Black

**Description &  
Marketing Relevance:**

Celebrating Korean  
American heritage.

Jan  
13

**Lohri**

**Key U.S. Cities**  
CA, Yuba City, Queens

#Lohri #HappyLohri #Lohri2025

**Observance Type:**  
Cultural / Punjabi Sikh

**Flowers:**  
Marigolds, Yellow, Red, & Gold

**Description &  
Marketing Relevance:**

Harvest festival, celebrated  
with bonfires.

Jan  
14

**Makar Sankranti /  
Pongal**

**Key U.S. Cities**  
Houston, NJ, Chicago, CA, NYC

#MakarSankranti #Pongal

**Observance Type:**  
Religious / Hindu

**Flowers:**  
Orange, Yellow, Green & Red

**Description &  
Marketing Relevance:**

Indian diaspora, kites and  
festivities.

Jan  
14

**Dress Up Your Pet Day**

**Key U.S. Cities**  
Nationwide

#DressUpYourPetDay #PetDressUp

**Observance Type:**  
Whimsical

**Flowers:**  
Floral collars for pets

**Description &  
Marketing Relevance:**

Viral, pet-focused content.



Jan  
15

**Martin Luther King Jr.  
Day**

**Key U.S. Cities**

Atlanta, DC, Memphis, & Others

*#MLKDay #MartinLutherKingJr*

**Observance Type:**

Federal / Civil Rights

**Flowers:**

White Calla Lilies & Others

**Description &  
Marketing Relevance:**

Civil rights  
commemorations,  
memorial events.

Jan  
15

**Strawberry Ice Cream  
Day**

**Key U.S. Cities**

Nationwide

*#StrawberryIceCreamDay #SweetBlo*

**Observance Type:**

Fun Food

**Flowers:**

Ranunculus, Peonies

**Description &  
Marketing Relevance:**

Foodie floral fun.

Jan  
16

**Religious Freedom  
Day**

**Key U.S. Cities**

DC, Boston, NYC & Others

*#ReligiousFreedomDay #InterfaithHarmony*

**Observance Type:**

Interfaith / All

**Flowers:**

Mixed seasonal flowers

**Description &  
Marketing Relevance:**

Promotes freedom of  
religion, interfaith  
recognition.

Jan  
18

**Winnie the Pooh Day**

**Key U.S. Cities**

Nationwide

*#WinnieThePoohDay #PoohDay*

**Observance Type:**

Nostalgic

**Flowers:**

Honey Yellow, Red, Earth  
Tones

**Description &  
Marketing Relevance:**

Playful children's content.





Jan  
19

***National Popcorn Day***

**Key U.S. Cities**

Nationwide

*#PopcornDay #BloomsAndSnacks*

**Observance Type:**

Foodie / Movie

**Flowers:**

Poms, Dried floral popcorn displays

**Description & Marketing Relevance:**

Fun movie-night theme.

Jan  
20

***Tu Bishvat***

**Key U.S. Cities**

NYC, LA, Miami & Others

*#TuBishvat #TuBShvat*

**Observance Type:**

Religious / Jewish

**Flowers:**

Various Branches & Fruits

**Description & Marketing Relevance:**

Jewish new year of trees, eco-focus.

Jan  
20

***Cheese Lover's Day***

**Key U.S. Cities**

Nationwide

*#CheeseLoversDay #Ilovecheese*

**Observance Type:**

Foodie

**Flowers:**

Wine & Cheese Themed bouquets

**Description & Marketing Relevance:**

Creative food pairing campaigns.

Jan  
21

***National Hugging Day***

**Key U.S. Cities**

Nationwide

*#HugDay #NationalHuggingDay*

**Observance Type:**


Positivity

**Flowers:**

Soft Tones & Velvet Touch

**Description & Marketing Relevance:**

Emotional connection marketing.







Jan  
22

***Lunar New Year***

**Key U.S. Cities**

LA, SF, NYC, Houston & Others

*#LunarNewYear #CNY2026 #Tet*

**Observance Type:**

Cultural / Chinese, Korean, Vietnamese

**Flowers:**

Red, Gold , White, Green & Pink

**Description & Marketing Relevance:**

Major Asian diaspora holiday, huge floral gifting market.

Jan  
24

***Compliment Day***

**Key U.S. Cities**

Nationwide

*#ComplimentDay #SpreadKindness*

**Observance Type:**

Affirmations

**Flowers:**

Bright Colored Bqts with a note

**Description & Marketing Relevance:**

Positive affirmation tie-ins.

Jan  
25

***Robert Burns Night***

**Key U.S. Cities**

Boston, NYC, Chicago & Others

*#BurnsNight #ScottishBlooms*

**Observance Type:**

Cultural / Scottish-American

**Flowers:**

Red, Blue, Green, Wht, Brwn

**Description & Marketing Relevance:**

Scottish cultural events.

Jan  
26

***India Republic Day***

**Key U.S. Cities**

NYC, NJ, Houston & Other

*#IndiaRepublicDay #VandeMataram*

**Observance Type:**

National / Indian

**Flowers:**

Orange, White, Green, & Blue

**Description & Marketing Relevance:**

Celebrated by Indian diaspora communities.



Jan  
26

**Australia Day**

**Key U.S. Cities**

LA, NY, Austin, Houston & Others

#AustraliaDay #StrayaDay

**Observance Type:**

National / Australian

**Flowers:**

Red, Blue, Wht, Green & Gold

**Description & Marketing Relevance:**

Australian diaspora events.

Jan  
26

**Spouse's Day**

**Key U.S. Cities**

Nationwide

#SpousesDay #AppreciateYourSpouse

**Observance Type:**

Romance

**Flowers:**

Romatic Themed

**Description & Marketing Relevance:**

Romantic campaign tie-in.

Jan  
27

**Chocolate Cake Day**

**Key U.S. Cities**

Nationwide

#ChocolateCakeDay #ILoveCake

**Observance Type:**

Foodie Indulgence

**Flowers:**

Brown Tones and Chocolates

**Description & Marketing Relevance:**

Decadent indulgence theme.





# February



**Feb  
1**

## ***Black History Month***

### **Key U.S. Cities**

Nationwide

*#BlackHistoryMonth  
#CelebrateBlackHistory*

### **Observance Type:**

Cultural / Diaspora

### **Flowers:**

Red, Green, Black, & Gold

### **Description & Marketing Relevance:**

Honoring Black contributions—strong marketing opportunity for floral tributes, heritage features.

**Feb  
2**

## ***Groundhog Day***

### **Key U.S. Cities**

Nationwide

*#GroundhogDay #SpringBlooms*

### **Observance Type:**

Cultural / Viral

### **Flowers:**

Primrose, Early spring blooms

### **Description & Marketing Relevance:**

Playful seasonal content—forecast your floral picks for spring.

**Feb  
2**

## ***National Tater Tot Day***

### **Key U.S. Cities**

Nationwide

*#TaterTotDay*

### **Observance Type:**

Viral / Fun Food

### **Flowers:**

Golden yellow  
chrysanthemums

### **Description & Marketing Relevance:**

Whimsical foodie pairings —“crispy blooms and tots” fun.





Feb  
3

**National Golden Retriever Day**

**Key U.S. Cities**  
Nationwide

*#GoldenRetrieverDay*

**Observance Type:**

Pop Culture / Animal Lovers

**Flowers:**

Yellow daisies, Golden blooms & More

**Description & Marketing Relevance:**

Cute, pet-forward content tying dogs and bright floral tones.

Feb  
4

**World Cancer Day**

**Key U.S. Cities**  
Nationwide

*#WorldCancerDay #CancerAwareness*

**Observance Type:**

Health Awareness

**Flowers:**

Lavender

**Description & Marketing Relevance:**

Empathy and support messaging around cancer—soft, respectful floral visuals.

Feb  
5

**World Nutella Day**

**Key U.S. Cities**  
Nationwide

*#WorldNutellaDay*

**Observance Type:**

Viral / Foodie

**Flowers:**

Chocolate-colored blooms, and Nutella Jars

**Description & Marketing Relevance:**

Indulgent, fun foodie campaigns with decadent floral pairings.

Feb  
6

**National Wear Red Day (Women's Heart Health)**

**Key U.S. Cities**  
Nationwide

*#WearRedDay #GoRedForWomen*

**Observance Type:**

Health / Social Awareness

**Flowers:**

Red & White

**Description & Marketing Relevance:**

Heart health awareness—bold red bouquets show support.





Feb  
7

**National Send a Card to a Friend Day**

**Key U.S. Cities**  
Nationwide

*#SendACardToAFriendDay*

**Observance Type:**

Social / Kindness

**Flowers:**

Mixed warm-tone blooms

**Description & Marketing Relevance:**

Encourages thoughtful gestures paired with floral arrangements.

Feb  
7

**Rose Day**

**Key U.S. Cities**  
Nationwide

*#RoseDay*

**Observance Type:**

Romantic /Indian Culture

**Flowers:**

Roses

**Description & Marketing Relevance:**

Core Valentine's Week launch—timeless and iconic.

Feb  
9

**Super Bowl Sunday**

**Key U.S. Cities**  
Nationwide

*#SuperBowlSunday # SuperBlooms*

**Observance Type:**

Sports / Cultural

**Flowers:**

Custom bouquets by team colors

**Description & Marketing Relevance:**

Tailored to team fans—floral support for game day.

Feb  
10

**Clean Your Computer Day**

**Key U.S. Cities**  
Nationwide

*#CleanYourComputerDay*

**Observance Type:**

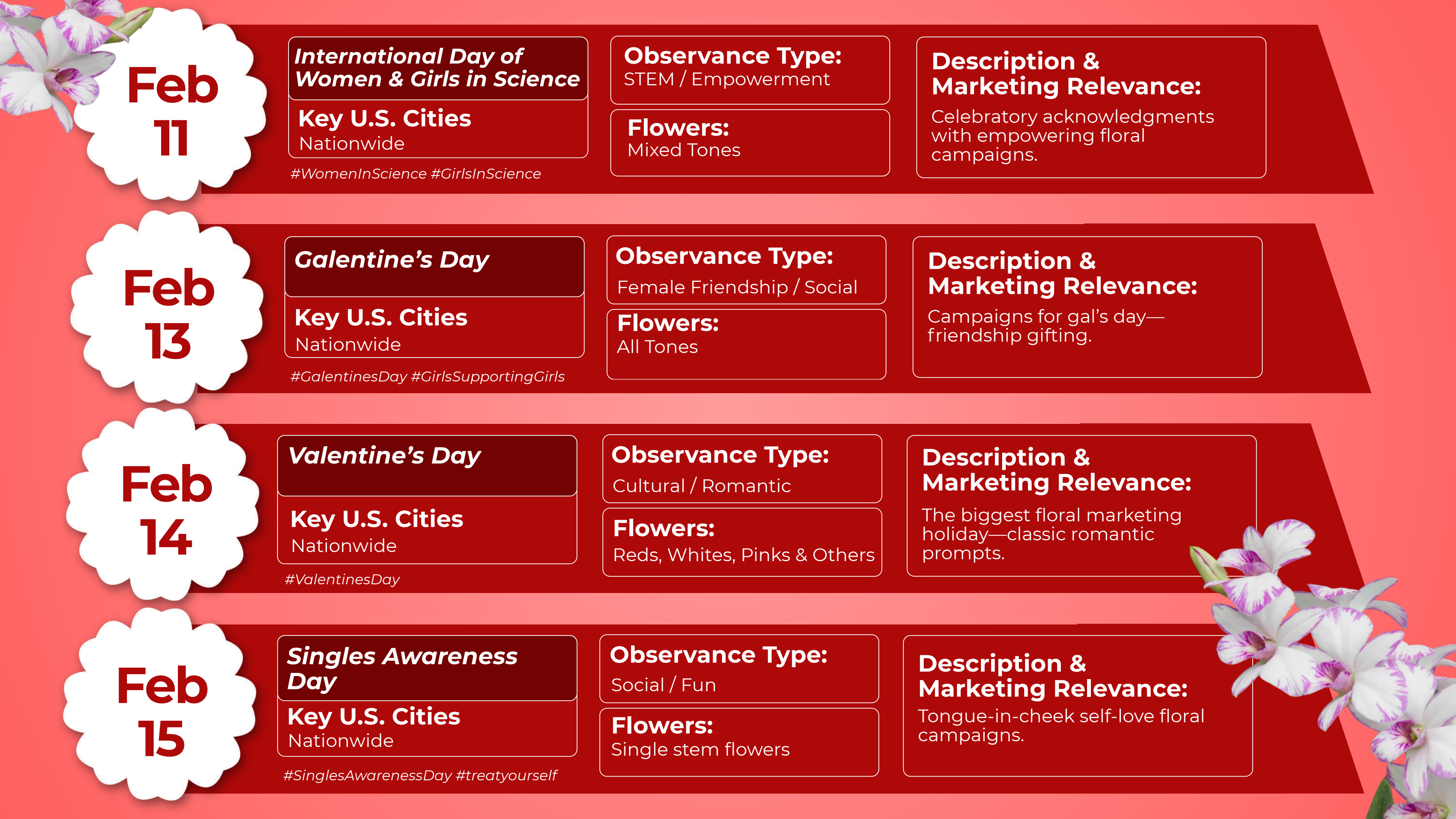
Lifestyle / Fun

**Flowers:**

Minimalist succulents, Air plants

**Description & Marketing Relevance:**

Morning desk and zen content —“refresh your space (and desktop).”



**Feb  
11**

***International Day of  
Women & Girls in Science***

**Key U.S. Cities**  
Nationwide

*#WomenInScience #GirlsInScience*

**Observance Type:**  
STEM / Empowerment

**Flowers:**  
Mixed Tones

**Description &  
Marketing Relevance:**

Celebratory acknowledgments  
with empowering floral  
campaigns.

**Feb  
13**

***Galentine's Day***

**Key U.S. Cities**  
Nationwide

*#GalentinesDay #GirlsSupportingGirls*

**Observance Type:**  
Female Friendship / Social

**Flowers:**  
All Tones

**Description &  
Marketing Relevance:**

Campaigns for gal's day—  
friendship gifting.

**Feb  
14**

***Valentine's Day***

**Key U.S. Cities**  
Nationwide

*#ValentinesDay*

**Observance Type:**  
Cultural / Romantic

**Flowers:**  
Reds, Whites, Pinks & Others

**Description &  
Marketing Relevance:**

The biggest floral marketing  
holiday—classic romantic  
prompts.

**Feb  
15**

***Singles Awareness  
Day***

**Key U.S. Cities**  
Nationwide

*#SinglesAwarenessDay #treatyourself*

**Observance Type:**  
Social / Fun

**Flowers:**  
Single stem flowers

**Description &  
Marketing Relevance:**

Tongue-in-cheek self-love floral  
campaigns.





**Feb  
17**

***Random Acts of  
Kindness Day***

**Key U.S. Cities**  
Nationwide

*#RandomActsOfKindnessDay*

**Observance Type:**  
Kindness / Social

**Flowers:**  
Cheerful Colors

**Description &  
Marketing Relevance:**

Encourage spreading  
kindness—flower gifting  
ideas.

**Feb  
18**

***National Drink Wine  
Day***

**Key U.S. Cities**  
Nationwide

*#DrinkWineDay*

**Observance Type:**  
International / Awareness

**Flowers:**  
Wine Tone Blooms and  
Wine Bottles

**Description &  
Marketing Relevance:**

Focus on wine themes packages

**Feb  
20**

***Love Your Pet Day***

**Key U.S. Cities**  
Nationwide

*#LoveYourPetDay*

**Observance Type:**  
Whimsical / Lifestyle

**Flowers:**  
Mini bouquets or floral  
collars

**Description &  
Marketing Relevance:**

Adorable pet content with floral  
accessories.

**Feb  
22**

***National Margarita  
Day***

**Key U.S. Cities**  
Nationwide

*#NationalMargaritaDay*

**Observance Type:**  
Fun Food / Viral

**Flowers:**  
Bright Yellow & Green  
blooms

**Description &  
Marketing Relevance:**

Fiesta-themed floral fun for  
a zesty campaign.



**Feb  
27**

***Retro Day***

**Key U.S. Cities**  
Nationwide

*#RetroDay*

**Observance Type:**  
Cultural / Nostalgia

**Flowers:**  
Mixed Tones

**Description & Marketing Relevance:**  
Nostalgic throwback floral styling. 60's & 80's Themed



# March



## All March

***Women's History Month***

**Key U.S. Cities**  
Nationwide

*#WomensHistoryMonth*

**Observance Type:**  
Cultural / Observance

**Flowers:**  
Mixed Blooms

**Description & Marketing Relevance:**  
Promote all month long, Women Leaders Themed Designs

## All March

***Irish-American Heritage Month***

**Key U.S. Cities**  
NYC, Chicago, Boston & Others

*#IrishHeritageMonth*

**Observance Type:**  
Cultural / Observance

**Flowers:**  
Bells of Ireland, Green Mums, White Hydrangea, Buplerum

**Description & Marketing Relevance:**  
shamrock-themed floral marketing

## Mar 1

***St. David's Day***

**Key U.S. Cities**  
Philadelphia, NYC, LA

*#StDavidsDay*

**Observance Type:**  
National / Cultural

**Flowers:**  
Daffodils, Leeks

**Description & Marketing Relevance:**  
daffodil bouquets for Welsh communities





**Mar  
1**

***World Compliment  
Day***

**Key U.S. Cities**  
Nationwide

*#WorldComplimentDay*

**Observance Type:**  
Social / Uplift

**Flowers:**  
Mixed bright blooms

**Description &  
Marketing Relevance:**  
Positive affirmation campaigns

**Mar  
2-3**

***Purim***

**Key U.S. Cities**  
NYC, Miami, LA & Others

*#HappyPurim*

**Observance Type:**  
Jewish

**Flowers:**  
Bright mixed blooms

**Description &  
Marketing Relevance:**  
Fun festive bouquets

**Mar  
3**

***Hinamatsuri (Girls'  
Day)***

**Key U.S. Cities**  
LA, SF, NYC & Others

**Observance Type:**  
Japanese Cultural

**Flowers:**  
Peach Blossoms, Plum  
Blossoms, Cherry Blossoms

**Description &  
Marketing Relevance:**  
Pastel floral themes

**Mar  
4**

***Holi***

**Key U.S. Cities**  
NJ, Bay Area, Houston & Others

**Observance Type:**  
Religious

**Flowers:**  
Marigolds, Multi-colored  
Petals

**Description &  
Marketing Relevance:**  
Vibrant garlands and event tie-ins







**Mar  
4**

***National  
Salesperson Day***

**Key U.S. Cities**  
Nationwide

*#SalespersonDay*

**Observance Type:**

Workplace / Fun

**Flowers:**

Bold Colors

**Description &  
Marketing Relevance:**

Appreciate customer-facing  
roles

**Mar  
6**

***Employee Appreciation  
Day***

**Key U.S. Cities**  
Nationwide

*#EmployeeAppreciationDay*

**Observance Type:**

Workplace

**Flowers:**

Desk-friendly minis

**Description &  
Marketing Relevance:**

Corporate floral giveaways

**Mar  
8**

***International Women's  
Day***

**Key U.S. Cities**  
NYC, LA, Chicago & Nationwide

*#WomensDay*

**Observance Type:**

International / Gender Equity

**Flowers:**

Mimosa, Tulips, Roses

**Description &  
Marketing Relevance:**

global campaigns in  
empowerment colors

**Mar  
9**

***Barbie Day***

**Key U.S. Cities**  
Nationwide

*#BarbieDay*

**Observance Type:**

Pop Culture

**Flowers:**

Pink blooms

**Description &  
Marketing Relevance:**

Playful nostalgia Barbie themed





Mar  
17

***St. Patrick's Day***

**Key U.S. Cities**

NYC, Chicago, Boston

*#StPatricksDay*

**Observance Type:**

Cultural / National

**Flowers:**

Bells of Ireland, Green  
Carnations, Shamrocks

**Description &  
Marketing Relevance:**

Irish-themed arrangements

Mar  
18

***Global  
Recycling Day***

**Key U.S. Cities**

Nationwide

*#GlobalRecyclingDay*

**Observance Type:**

Environmental / Awareness

**Flowers:**

Green & White, Recycled  
packaging

**Description &  
Marketing Relevance:**

Eco campaign with sustainable  
blooms

Mar  
20

***First Day of Spring***

**Key U.S. Cities**

Nationwide

*#FirstDayOfSpring*

**Observance Type:**

Seasonal

**Flowers:**

Spring Blooms

**Description &  
Marketing Relevance:**

Launch spring collections

Mar  
20

***Proposal Day***

**Key U.S. Cities**

Nationwide

*#ProposalDay #greatdaytopropose*

**Observance Type:**

Romance / Viral

**Flowers:**

Romantic Blooms

**Description &  
Marketing Relevance:**

Great day to propose







Mar  
22

### ***World Water Day***

#### **Key U.S. Cities**

Nationwide

*#WorldWaterDay (Iconosquare)*

#### **Observance Type:**

Environmental

#### **Flowers:**

Blue-toned blooms

#### **Description & Marketing Relevance:**

water conservation campaign

Mar  
23

### ***National Puppy Day***

#### **Key U.S. Cities**

Nationwide

*#NationalPuppyDay*

#### **Observance Type:**

Viral / Pet Lovers

#### **Flowers:**

Mini bouquets

#### **Description & Marketing Relevance:**

Cute pet floral posts

Mar  
24

### ***National Cocktail Day***

#### **Key U.S. Cities**

Nationwide

*#NationalCocktailDay*

#### **Observance Type:**

Foodie / Social

#### **Flowers:**

Bright mixed blooms

#### **Description & Marketing Relevance:**

Vibrant and fun social campaigns, Cocktail themed designs



# April



Apr  
1

## *April Fools' Day*

### **Key U.S. Cities**

All U.S.

#AprilFoolsDay

### **Observance Type:**

Cultural / Viral

### **Flowers:**

Mixed spring flowers

### **Description & Marketing Relevance:**

Playful bouquets and IG campaign opportunities

Apr  
5

## *Palm Sunday*

### **Key U.S. Cities**

NYC, Chicago, Miami & Others

#PalmSunday

### **Observance Type:**

Religious (Christian)

### **Flowers:**

Palm leaves, Lilies

### **Description & Marketing Relevance:**

Perfect tie-ins with Easter floral arrangements

Apr  
6

## *National Tartan Day*

### **Key U.S. Cities**

NYC, Boston & Others

#TartanDay

### **Observance Type:**

Cultural-Scottish

### **Flowers:**

Blue, Red , Green or White

### **Description & Marketing Relevance:**

Scottish heritage floral tie-ins







Apr  
7

**World Health Day**

**Key U.S. Cities**  
Nationwide

*#WorldHealthDay*

**Observance Type:**  
Health Awareness

**Flowers:**  
White Roses, Baby's Breath

**Description & Marketing Relevance:**

Highlight health campaigns with empathetic florals ([World Health Organization](#), [Wikipedia](#))

Apr  
9

**Maundy Thursday**

**Key U.S. Cities**  
Major U.S. Cities

*#MaundyThursday*

**Observance Type:**  
Religious (Christian)

**Flowers:**  
Lilies, Roses

**Description & Marketing Relevance:**

Church-centered floral tributes

Apr  
10

**Good Friday**

**Key U.S. Cities**  
Nationwide

*#GoodFriday*

**Observance Type:**  
Religious (Christian)

**Flowers:**  
Black, Purple, White

**Description & Marketing Relevance:**

Religious floral tributes in observance of Good Friday

Apr  
12

**Easter Sunday**

**Key U.S. Cities**  
Major U.S. Cities

*#EasterSunday*

**Observance Type:**  
Religious (Christian)

**Flowers:**  
Pastel Tones

**Description & Marketing Relevance:**

Major floral holiday—prime for campaigns





Apr  
13

***Easter Monday /  
Songkran (Thai New Year)***

**Key U.S. Cities**

Boston, NYC, Chicago / LA, NYC

*#EasterMonday / #Songkran*

**Observance Type:**

Religious / Cultural

**Flowers:**

Lilies & Daisies / Lotus,  
Jasmine

**Description &  
Marketing Relevance:**

Extended Easter & Thai diaspora  
content

Apr  
21

***Earth Day***

**Key U.S. Cities**

Houston, Dallas / All U.S.

*#SanJacintoDay / #EarthDay*

**Observance Type:**

National / Environmental

**Flowers:**

Blue, White and Green

**Description &  
Marketing Relevance:**

Regional pride & eco-friendly  
campaigns

Apr  
23

***St. George's Day***

**Key U.S. Cities**

NYC, Boston & Others

*#StGeorgesDay*

**Observance Type:**

Cultural- English

**Flowers:**

Red Roses

**Description &  
Marketing Relevance:**

English diaspora tie-ins

Apr  
30

***National Honesty Day***

**Key U.S. Cities**

All U.S.

*#HonestyDay*

**Observance Type:**

Viral / Social

**Flowers:**

White Blooms

**Description &  
Marketing Relevance:**

Truth-themed floral gifting  
campaigns- Speak the  
truth





# May



May  
1

## ***May Day***

### **Key U.S. Cities**

Global

*#MayDay*

## **Observance Type:**

Cultural / National

## **Flowers:**

Pastels

## **Description & Marketing Relevance:**

Spring Festival

May  
2

## ***National Brothers and Sisters Day***

### **Key U.S. Cities**

Nationwide

*#BrothersDay #SistersDay*

## **Observance Type:**

Viral / Social

## **Flowers:**

Sunflowers, Daisies & More

## **Description & Marketing Relevance:**

Sibling-focused bouquet marketing

May  
4

## ***Star Wars Day (May the Fourth)***

### **Key U.S. Cities**

Nationwide

*#MayThe4thBeWithYou, #StarWarsDay*

## **Observance Type:**

Pop Culture

## **Flowers:**

Futuristic mixed blooms

## **Description & Marketing Relevance:**

Geeky, themed floral creative content





May  
5

**Cinco de Mayo**

**Key U.S. Cities**  
Nationwide

#CincoDeMayo

**Observance Type:**  
Cultural / National

**Flowers:**  
Marigolds, Dahlias and Color

**Description & Marketing Relevance:**

Colorful Mexican heritage campaigns

May  
6

**National Nurses Day**

**Key U.S. Cities**  
Nationwide

#NationalNursesDay

**Observance Type:**  
Awareness / Healthcare

**Flowers:**  
Calming Colors

**Description & Marketing Relevance:**

Recognizing frontline heroes with florals

May  
7

**National Space Day**

**Key U.S. Cities**  
Nationwide

#NationalSpaceDay

**Observance Type:**  
Viral / Fun

**Flowers:**  
Space Themed Blooms

**Description & Marketing Relevance:**

Galaxy-themed creative bouquets

May  
9

**Mother's Day**

**Key U.S. Cities**  
Nationwide

#MothersDay

**Observance Type:**  
Federal / Cultural

**Flowers:**  
Mixed Blooms

**Description & Marketing Relevance:**

The biggest floral holiday of the year







May  
12

### ***Yom HaZikaron***

**Key U.S. Cities**  
Nationwide

*#YomHaZikaron*

### **Observance Type:**

Israel's Memorial Day

### **Flowers:**

White Roses, Blue

### **Description & Marketing Relevance:**

Memorial observance floral remembrances



May  
13

### ***Yom HaAtzmaut***

**Key U.S. Cities**  
Nationwide

*#YomHaAtzmaut*

### **Observance Type:**

Israel's Independence Day

### **Flowers:**

Blue & White Bouquets

### **Description & Marketing Relevance:**

Israeli Independence Day engagements



May  
14

### ***Ascension Day***

**Key U.S. Cities**  
NYC, Chicago, Miami

*#AscensionDay*

### **Observance Type:**

Religious (Christian)

### **Flowers:**

Whites and Light Tones

### **Description & Marketing Relevance:**

Traditional church florals for liturgical services



May  
15

### ***International Day of Families***

**Key U.S. Cities**  
Nationwide

*#InternationalDayOfFamilies*

### **Observance Type:**

Awareness

### **Flowers:**

Warm Colors

### **Description & Marketing Relevance:**

Family-oriented floral themes





May  
27

**Trinity Sunday**

**Key U.S. Cities**  
NYC, DC, LA & Others

#TrinitySunday

**Observance Type:**  
Religious (Christian)

**Flowers:**  
White, Gold, Lav & Green

**Description & Marketing Relevance:**  
Sunday Holiday

May  
30

**National Creativity Day**

**Key U.S. Cities**  
Nationwide

#NationalCreativityDay

**Observance Type:**  
Viral / Fun

**Flowers:**  
Mixed floral art displays

**Description & Marketing Relevance:**  
Inspiring creative-based floral campaigns





# June



June  
1

***Global Day of Parents***

**Key U.S. Cities**  
All U.S.

*#GlobalDayOfParents*

**Observance Type:**

Awareness

**Flowers:**

Mixed Toned, Bright Colors

**Marketing Relevance:**

Mom & Day bouquet tie-ins

June  
1

***National Say  
Something Nice Day***

**Key U.S. Cities**  
All U.S.

*#SaySomethingNiceDay* ([Brandwatch](#))

**Observance Type:**

Viral / Social

**Flowers:**

Cheerful Colors & A Note

**Marketing Relevance:**

Positive vibe campaigns

June  
3

***World Bicycle Day***

**Key U.S. Cities**  
Nationwide

*#WorldBicycleDay*

**Observance Type:**

Environmental / Lifestyle

**Flowers:**

Mixed Blooms and Bicycle  
Themed

**Marketing Relevance:**

Bicycle Hobbyist





**June  
5**

***National Doughnut Day***

**Key U.S. Cities**

Nationwide

*#NationalDonutDay (Time and Date, Days Of The Year)*

**Observance Type:**

Fun / Food

**Flowers:**

Multi Colors, Tinted Blooms and Doughnuts

**Marketing Relevance:**

Yes – foodie-floral fusion

**June  
6**

***D-Day Anniversary***

**Key U.S. Cities**

DC, NYC, Boston

—

**Observance Type:**

Historical

**Flowers:**

Poppies, Roses

**Marketing Relevance:**

Yes – solemn memorial florals

**June  
8**

***World Oceans Day***

**Key U.S. Cities**

Coastal U.S. Cities

*#WorldOceansDay (Wikipedia, Time and Date)*

**Observance Type:**

Awareness / Environmental

**Flowers:**

Blue Hydrangeas, White Orchids

**Marketing Relevance:**

Yes – ocean conservation campaigns

**June  
8**

***Best Friends Day***

**Key U.S. Cities**

Nationwide

*#BestFriendsDay (Brandwatch)*

**Observance Type:**

Viral / Social

**Flowers:**

Friendship bouquets

**Marketing Relevance:**

friendship gifting posts







**June  
12**

***Philippine  
Independence Day***

**Key U.S. Cities**

NYC, LA, Chicago & Others

**Observance Type:**

Filipino Holiday

**Flowers:**

Sampaguita, Roses

**Marketing Relevance:**

Filipino themed engagement

**June  
14**

***Flag Day (U.S.)***

**Key U.S. Cities**

All U.S.

*#FlagDay*

**Observance Type:**

National

**Flowers:**

Red, White & Blue  
arrangements

**Marketing Relevance:**

Yes – patriotic floral content

**June  
15**

***Father's Day***

**Key U.S. Cities**

All U.S.

*#FathersDay (Brandwatch)*

**Observance Type:**

Cultural / Federal

**Flowers:**

Manly themed Arrangement

**Marketing Relevance:**

Have fun with it- beer themed,  
tool themed

**June  
18**

***International Picnic  
Day***

**Key U.S. Cities**

Nationwide

**Observance Type:**

Lifestyle / Viral

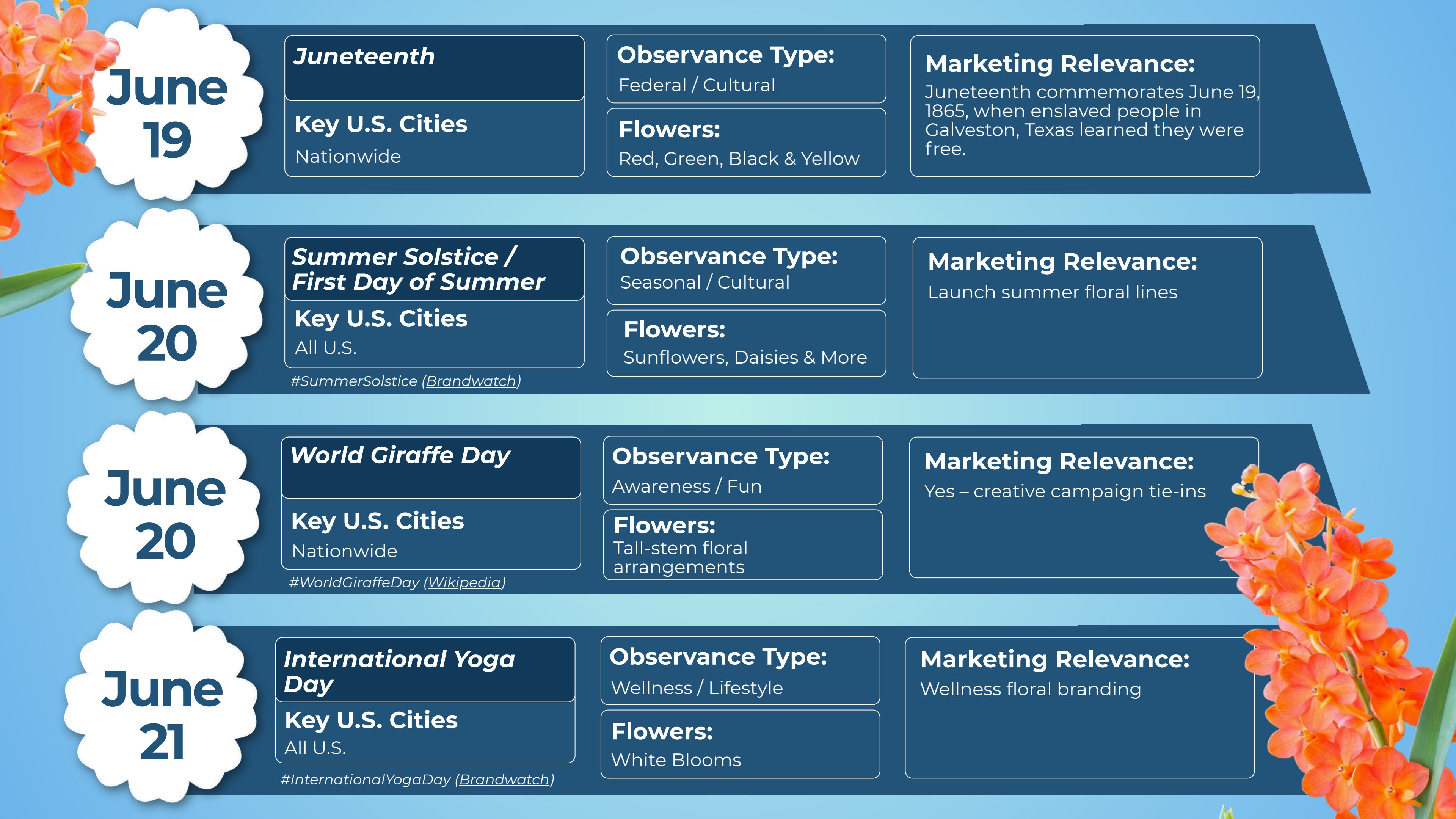
**Flowers:**

Sunflowers Bouquets

**Marketing Relevance:**

Outdoor floral promos- Date  
Ideas





June  
19

**Juneteenth**

**Key U.S. Cities**

Nationwide

**Observance Type:**

Federal / Cultural

**Flowers:**

Red, Green, Black & Yellow

**Marketing Relevance:**

Juneteenth commemorates June 19, 1865, when enslaved people in Galveston, Texas learned they were free.

June  
20

**Summer Solstice /  
First Day of Summer**

**Key U.S. Cities**

All U.S.

*#SummerSolstice (Brandwatch)*

**Observance Type:**

Seasonal / Cultural

**Flowers:**

Sunflowers, Daisies & More

**Marketing Relevance:**

Launch summer floral lines

June  
20

**World Giraffe Day**

**Key U.S. Cities**

Nationwide

*#WorldGiraffeDay (Wikipedia)*

**Observance Type:**

Awareness / Fun

**Flowers:**

Tall-stem floral  
arrangements

**Marketing Relevance:**

Yes – creative campaign tie-ins

June  
21

**International Yoga  
Day**

**Key U.S. Cities**

All U.S.

*#InternationalYogaDay (Brandwatch)*

**Observance Type:**

Wellness / Lifestyle

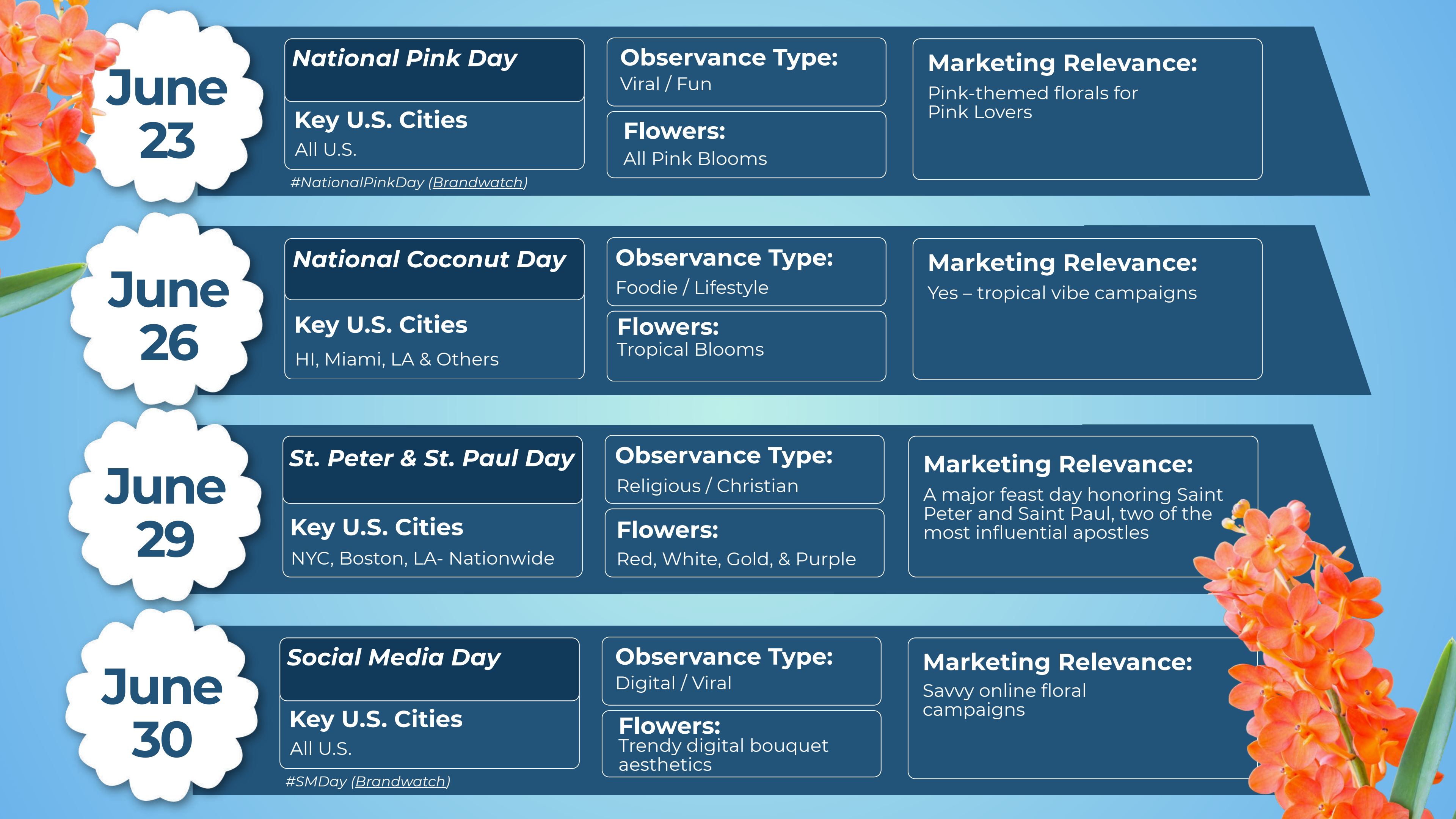
**Flowers:**

White Blooms

**Marketing Relevance:**

Wellness floral branding





June  
23

**National Pink Day**

**Key U.S. Cities**

All U.S.

#NationalPinkDay ([Brandwatch](#))

**Observance Type:**

Viral / Fun

**Flowers:**

All Pink Blooms

**Marketing Relevance:**

Pink-themed florals for  
Pink Lovers

June  
26

**National Coconut Day**

**Key U.S. Cities**

HI, Miami, LA & Others

**Observance Type:**

Foodie / Lifestyle

**Flowers:**

Tropical Blooms

**Marketing Relevance:**

Yes – tropical vibe campaigns

June  
29

**St. Peter & St. Paul Day**

**Key U.S. Cities**

NYC, Boston, LA- Nationwide

**Observance Type:**

Religious / Christian

**Flowers:**

Red, White, Gold, & Purple

**Marketing Relevance:**

A major feast day honoring Saint  
Peter and Saint Paul, two of the  
most influential apostles

June  
30

**Social Media Day**

**Key U.S. Cities**

All U.S.

#SMDay ([Brandwatch](#))

**Observance Type:**

Digital / Viral

**Flowers:**

Trendy digital bouquet  
aesthetics

**Marketing Relevance:**

Savvy online floral  
campaigns

# July

July  
1

## **Canada Day**

### **Key U.S. Cities**

NYC, Boston, Seattle & Others

*#CanadaDay*

### **Observance Type:**

National

### **Flowers:**

Red & White Blooms

### **Marketing Relevance:**

Canada Day celebrates the anniversary of Canadian Confederation

July  
1

## **International Joke Day**

### **Key U.S. Cities**

All U.S.

*#InternationalJokeDay*

### **Observance Type:**

Fun / Viral

### **Flowers:**

Mixed Blooms

### **Marketing Relevance:**

Playful bouquet campaigns

July  
2

## **World UFO Day**

### **Key U.S. Cities**

All U.S.

*#WorldUFODay (Twinkl, National Today)*

### **Observance Type:**

Fun / Pop Culture

### **Flowers:**

Whimsical starry-spray blooms

### **Marketing Relevance:**

Quirky, out-of-this-world campaigns





July  
4

***Independence Day  
(U.S.)***

**Key U.S. Cities**

All U.S.

*#IndependenceDay*

**Observance Type:**

U.S. Federal

**Flowers:**

Red, White & Blue  
arrangements

**Marketing Relevance:**

Patriotic themed

July  
7

***Tanabata (Star  
Festival)***

**Key U.S. Cities**

LA, SF, NYC & Others

*#Tanabata*

**Observance Type:**

Cultural (Japanese)

**Flowers:**

Celestial, Romantic, and  
Vibrant:

**Marketing Relevance:**

Tanabata celebrates the legendary annual meeting of Orihime (the weaving princess) and Hikoboshi (the cowherd) — two lovers separated by the Milky Way who can only meet once a year.

July  
7

***Global Forgiveness  
Day***

**Key U.S. Cities**

All U.S.

*#GlobalForgivenessDay*

**Observance Type:**

Viral / Positivity

**Flowers:**

Peaceful Tones

**Marketing Relevance:**

A day dedicated to letting go of resentment, healing emotional wounds, practicing compassion, and creating space for peace — both personally and in relationships.

July  
9

***Argentina  
Independence Day***

**Key U.S. Cities**

Miami, NYC, LA & Others

*#ArgentinaIndependenceDay*

**Observance Type:**

National

**Flowers:**

Blue & White Bouquets

**Marketing Relevance:**

Celebrates the signing of Argentina's Declaration of Independence from Spain in 1816.





July  
11

***National Cheer Up the Lonely Day***

**Key U.S. Cities**

All U.S.

*#CheerUpTheLonelyDay*

**Observance Type:**

Viral / Positivity

**Flowers:**

Bright Tones

**Marketing Relevance:**

A day focused on reaching out to individuals who may feel lonely, isolated, or disconnected.

July  
14

***Bastille Day***

**Key U.S. Cities**

NYC, DC, New Orleans & Others

*#BastilleDay*

**Observance Type:**

National (French)

**Flowers:**

Red & White

**Marketing Relevance:**

Bastille Day commemorates the Storming of the Bastille on July 14, 1789 — a key turning point in the French Revolution.

July  
13

***National French Fry Day***

**Key U.S. Cities**

All U.S.

**Observance Type:**

Fun / Foodie

**Flowers:**

Yellow Tones

**Marketing Relevance:**

Have Fun- For French Frie Lovers

July  
17

***World Emoji Day***

**Key U.S. Cities**

All U.S.

*#WorldEmojiDay*

**Observance Type:**

Viral / Digital

**Flowers:**

Mixed bouquets by emoji colors

**Marketing Relevance:**

Have fun with it







July  
20

## **Colombian Independence Day**

### **Key U.S. Cities**

Miami, NYC, Houston & Others

*#ColombianIndependenceDay*

### **Observance Type:**

National

### **Flowers:**

Yellow, Blue & Red

### **Marketing Relevance:**

Commemorates Colombia's declaration of independence from Spain in 1810, marked by the historic "Grito de Independencia" in Bogotá.

July  
20

## **National Ice Cream Day**

### **Key U.S. Cities**

All U.S.

*#NationalIceCreamDay (National Day Calendar, Calendar Labs, Calendarr, Time and Date)*

### **Observance Type:**

Fun / Foodie

### **Flowers:**

"cone"-shaped  
arrangements

### **Marketing Relevance:**

For Ice Cream Lovers

July  
24

## **National Cousins Day**

### **Key U.S. Cities**

All U.S.

*#CousinsDay*

### **Observance Type:**

Viral / Family

### **Flowers:**

Bright Fun Tones

### **Marketing Relevance:**

A day to celebrate cousins — the friends you're born with, childhood partners-in-crime, the people who feel like a mix of siblings & best friends.

July  
30

## **International Friendship Day**

### **Key U.S. Cities**

All U.S.

*#FriendshipDay*

### **Observance Type:**

Viral / Global

### **Flowers:**

Joyful Tones

### **Marketing Relevance:**

A day celebrating friendship, connection, unity, emotional support, and positive human relationships across all cultures.



# August



Aug  
1

## *Swiss National Day*

### **Key U.S. Cities**

NYC, Chicago, SF

*#SwissNationalDay*

### **Observance Type:**

National

### **Flowers:**

Red & White Florals

### **Marketing Relevance:**

Commemorates the Federal Charter of 1291, when the cantons of Uri, Schwyz, and Unterwalden pledged mutual defense — seen as the founding of the Swiss Confederation.

Aug  
1

## *National Girlfriend Day*

### **Key U.S. Cities**

All U.S.

*#NationalGirlfriendDay*

### **Observance Type:**

Viral / Social Appreciation

### **Flowers:**

Pinks, blush tones, pastels, mixed bouquets

### **Marketing Relevance:**

A day dedicated to celebrating girlfriends. A social-media-driven appreciation day celebrated across the U.S. It recognizes the bond between girlfriends

Aug  
4

## *National Sisters Day*

### **Key U.S. Cities**

All U.S.

*#SistersDay*

### **Observance Type:**


Viral / Family

### **Flowers:**

Feminin Tones

### **Marketing Relevance:**

A day to celebrate sisters — biological sisters, adopted sisters, in-law sisters, and chosen sisters (best friends who feel like sisters).







**Aug  
9**

***Singapore National Day***

**Key U.S. Cities**

NYC, LA, SF & Others

*#SingaporeNationalDay*

**Observance Type:**

National

**Flowers:**

Orchids

**Marketing Relevance:**

Commemorates Singapore's independence in 1965 — one of the world's most multicultural, modern, and innovative nations.

**Aug  
10**

***Ecuador Independence Day***

**Key U.S. Cities**

NYC, Miami, Chicago & Others

*#EcuadorIndependenceDay*

**Observance Type:**

National

**Flowers:**

Roses- Yellow , Blue & Red

**Marketing Relevance:**

Commemorates the First Cry of Independence ("Primer Grito de Independencia") in 1809.

**Aug  
10**

***National Lazy Day***

**Key U.S. Cities**

All U.S.

*#LazyDay*

**Observance Type:**

Fun / Viral

**Flowers:**

Simple Daisy Bouquets

**Marketing Relevance:**

A light-hearted day celebrating the joy of doing absolutely nothing — resting, relaxing, unplugging, and slowing down.

**Aug  
11**

***National Sons and Daughters Day***

**Key U.S. Cities**

All U.S.

*#SonsAndDaughtersDay*

**Observance Type:**

Viral / Family

**Flowers:**

Happy Tones

**Marketing Relevance:**

A day for parents, grandparents, and guardians to celebrate their sons and daughters — biological, adopted, stepchildren, and chosen family.



**Aug  
12**

***International Youth  
Day***

**Key U.S. Cities**

All U.S.

*#YouthDay*

**Observance Type:**

Awareness

**Flowers:**

Fun Tones

**Marketing Relevance:**

A day dedicated to celebrating young people worldwide and raising awareness about issues affecting youth.

**Aug  
13**

***Obon Festival  
(tentative)***

**Key U.S. Cities**

LA, SF, Seattle & Others

*#ObonFestival*

**Observance Type:**

Cultural / Religious

**Flowers:**

Soft Tones

**Marketing Relevance:**

Obon (or Bon) is a Buddhist- and Japanese cultural festival honoring the spirits of ancestors.

**Aug  
13**

***International Left-  
Handers Day***

**Key U.S. Cities**

All U.S.

**Observance Type:**

Fun / Niche

**Flowers:**

Unique floral designs

**Marketing Relevance:**

A day celebrating the 10% of the world who are left-handed — highlighting creativity, individuality, and the unique challenges left-handers face.

**Aug  
15**

***India Independence  
Day***

**Key U.S. Cities**

NYC, NJ, Houston, Chicago

*#IndependenceDayIndia*

**Observance Type:**

National

**Flowers:**

Bold & warm tones

**Marketing Relevance:**

Commemorates India's independence from British rule in 1947







Aug  
15

***Assumption of Mary***

**Key U.S. Cities**

NYC, Boston, LA

*#AssumptionOfMary*

**Observance Type:**

Religious

**Flowers:**

Lilies, White Roses

**Marketing Relevance:**

It is one of the most important Marian feasts in Christianity and is a Holy Day of Obligation for Roman Catholics in many countries.

Aug  
17

***Indonesia Independence Day***

**Key U.S. Cities**

LA, NYC, Houston & Others

*#IndonesiaIndependenceDay*

**Observance Type:**

National

**Flowers:**

Blue, White, Pink & Gold

**Marketing Relevance:**

Yes – Indonesian community tie-ins

Aug  
19

***Global Forgiveness Day***

**Key U.S. Cities**

All U.S.

*#GlobalForgivenessDay*

**Observance Type:**

Viral / Positivity

**Flowers:**

Soft Tones

**Marketing Relevance:**

A day dedicated to encouraging forgiveness—toward others, toward ourselves, and toward the past. It is about:

Aug  
21

***National Senior Citizens Day***

**Key U.S. Cities**

All U.S.

*#SeniorCitizensDay*

**Observance Type:**

Awareness

**Flowers:**

Mixed Tones

**Marketing Relevance:**

This is an excellent holiday for florists because flowers are a universal gesture of appreciation — especially meaningful for seniors.



**Aug  
26**

***Women's Equality  
Day***

**Key U.S. Cities**  
All U.S.

*#WomensEqualityDay*

**Observance Type:**

Awareness

**Flowers:**

Purple blooms

**Marketing Relevance:**

Commemorates the certification of the 19th Amendment in 1920, granting American women the right to vote.



# September



Sept  
1

## ***Slovakia Constitution Day***

### **Key U.S. Cities**

Cleveland, Chicago, NYC & Others

*#SlovakiaConstitutionDay*

### **Observance Type:**

National

### **Flowers / Themes**

Blue, White, Red

### **Marketing Relevance:**

Commemorates the adoption of the Constitution of the Slovak Republic in 1992

Sept  
2

## ***Vietnam National Day***

### **Key U.S. Cities**

Orange County, Houston, San Jose & Others

*#VietnamNationalDay*

### **Observance Type:**

National

### **Flowers / Themes**

Red & Yellow

### **Marketing Relevance:**

Commemorates the Declaration of Independence of Vietnam in 1945, when President Hồ Chí Minh proclaimed the formation of the Democratic Republic of Vietnam.

Sept  
4

## ***Labor Day (U.S.)***

### **Key U.S. Cities**

Nationwide

*#LaborDay*

### **Observance Type:**


U.S. Federal

### **Flowers / Themes**

Red, White & Blue

### **Marketing Relevance:**

Labor Day honors the American workforce.







Sept  
5

**Brazil  
Independence Day**

**Key U.S. Cities**

Miami, NYC, Boston & Others

*#BrazilIndependenceDay*

**Observance Type:**

National

**Flowers / Themes**

Green, Blue, Yellow & White

**Marketing Relevance:**

Celebrates Brazil's declaration of independence from Portugal in 1822.

Sept  
8

**Nativity of Mary**

**Key U.S. Cities**

NYC, Boston, Chicago & Others

*#NativityOfMary*

**Observance Type:**

Religious (Christian)

**Flowers / Themes**

Blue, White, Gold

**Marketing Relevance:**

The Nativity of Mary celebrates the birth of the Blessed Virgin Mary, mother of Jesus.

Sept  
9

**Ethiopian New Year  
(Enkutatash)**

**Key U.S. Cities**

Washington DC, Seattle, NYC

*#Enkutatash*

**Observance Type:**

Cultural / Religious

**Flowers / Themes**

Yellow Flowers

**Marketing Relevance:**

Enkutatash marks the Ethiopian New Year, celebrated at the end of the rainy season when the countryside blooms with yellow flowers.

Sept  
10

**National  
Grandparents Day**

**Key U.S. Cities**

Nationwide

*#GrandparentsDay*

**Observance Type:**

Viral / Family

**Flowers / Themes**

Mixed Blooms

**Marketing Relevance:**

A day dedicated to honoring grandparents and elders.







Sept  
12

**National Day of  
Encouragement**

**Key U.S. Cities**  
Nationwide

#DayOfEncouragement

**Observance Type:**  
Positivity

**Flowers / Themes**  
Bright Blooms

**Marketing Relevance:**  
A day dedicated to lifting others up with words, actions, kindness, and positivity.

Sept  
15

**Mexico Independence Day.**

**Key U.S. Cities**  
LA, Houston, Chicago & Others

#MexicoIndependenceDay

**Observance Type:**  
National

**Flowers / Themes**  
Marigolds, Dahlias /  
Roses, Lilies

**Marketing Relevance:**  
Celebrates Mexico's independence from Spain, beginning with El Grito de Dolores in 1810.

Sept  
16

**Guatemala Independence Day**

**Key U.S. Cities**  
LA, Houston, Chicago & Others

#GuatemalaIndependenceDay

**Observance Type:**  
National

**Flowers / Themes**  
Blue & White Blooms

**Marketing Relevance:**  
Commemorates the signing of the Act of Independence in 1821, when Guatemala and Central America became independent from Spain.

Sept  
18

**Chile Independence Day (Fiestas Patrias)**

**Key U.S. Cities**  
Miami, NYC, LA

#ChileIndependenceDay

**Observance Type:**  
National

**Flowers / Themes**  
Red, White & Blue

**Marketing Relevance:**  
Fiestas Patrias celebrates Chile's 1810 declaration of autonomy from Spain, marking the beginning of the independence process.





Sept  
21

**International Day of  
Peace**

**Key U.S. Cities**

Nationwide

*#InternationalDayOfPeace*

**Observance Type:**

UN Awareness

**Flowers / Themes**

Soft Tones

**Marketing Relevance:**

Communities, schools, churches, and organizations worldwide share messages of harmony and togetherness.

Sept  
22

**Autumn Equinox  
(Mabon)**

**Key U.S. Cities**

Nationwide

*#AutumnEquinox*

**Observance Type:**

Seasonal / Pagan

**Flowers / Themes**

Fall Tones

**Marketing Relevance:**

The Autumn Equinox marks the moment when day and night are equal, signaling the official start of fall.

Sept  
25

**Rosh Hashanah  
(tentative)**

**Key U.S. Cities**

NYC, LA, Miami

*#RoshHashanah*

**Observance Type:**

Religious (Jewish)

**Flowers / Themes**

Apples, Pomegranates  
w/ floral décor

**Marketing Relevance:**

Rosh Hashanah marks the start of the Jewish New Year and the beginning of the High Holy Days.

Sept  
29

**National Coffee Day**

**Key U.S. Cities**

Nationwide

*#NationalCoffeeDay*

**Observance Type:**

Foodie / Lifestyle

**Flowers / Themes**

Rustic bouquets featuring  
coffee themes

**Marketing Relevance:**

It's a top lifestyle micro-holiday that blends beautifully with floral content because people associate coffee with comfort, calm, and aesthetic moments.



# October



Oct  
1

## ***China National Day***

### **Key U.S. Cities**

NYC, SF, LA & Others

*#ChinaNationalDay*

### **Observance Type:**

National

### **Floral Themes**

Red, Gold & White

### **Marketing Relevance:**

This day marks the founding of the PRC (1949) and begins Golden Week, one of the biggest travel and celebration periods in China.

Oct  
1

## ***Nigeria Independence Day***

### **Key U.S. Cities**

Houston, Atlanta, NYC & Others

*#NigeriaIndependenceDay*

### **Observance Type:**

National

### **Floral Themes**

Red, Gold & White

### **Marketing Relevance:**

Celebrates Nigeria's independence from Britain in 1960.

Oct  
1

## ***International Coffee Day***

### **Key U.S. Cities**

Nationwide

*#InternationalCoffeeDay (National Today, Time and Date)*

### **Observance Type:**


Lifestyle / Viral

### **Floral Themes**

Rustic bouquets with coffee beans

### **Marketing Relevance:**

Yes – playful, cozy coffee + flower bundles





**Oct  
4**

***Feast of St. Francis of Assisi***

**Key U.S. Cities**

NYC, Boston, SF

*#FeastOfStFrancis*

**Observance Type:**

Religious Chatholic

**Floral Themes**

Rustic Blooms

**Marketing Relevance:**

It is a beloved feast day across Catholic communities and very tied to nature, flowers, and simple beauty.

**Oct  
5**

***World Teachers' Day***

**Key U.S. Cities**

Nationwide

*#WorldTeachersDay (UNESCO, Wikipedia)*

**Observance Type:**

Educational / Awareness

**Floral Themes**

Cheerful Colors

**Marketing Relevance:**

A worldwide day honoring teacher

**Oct  
10**

***Taiwan National Day***

**Key U.S. Cities**

LA, SF, NYC

*#TaiwanNationalDay*

**Observance Type:**

National

**Floral Themes**

Red, Blue, White

**Marketing Relevance:**

Celebrates the start of the Wuchang Uprising (1911), which eventually led to the establishment of the Republic of China.

**Oct  
12**

***Hispanic Heritage Day / Día de la Raza***

**Key U.S. Cities**

NYC, Miami, LA- Nationwide

*#HispanicHeritageDay*

**Observance Type:**


Cultural

**Floral Themes**

Marigolds-Bold & Festive

**Marketing Relevance:**

Celebrates Spanish heritage and cultural influence globally.







**Oct  
13**

***Yom Kippur -***

**Key U.S. Cities**

NYC, Miami, LA

*#YomKippur*

**Observance Type:**

Religious (Jewish)

**Floral Themes**

White Roses, Olive Branches

**Marketing Relevance:**

Yes – somber, reflective floral observance

**Oct  
14**

***National Dessert Day***

**Key U.S. Cities**

Nationwide

*#NationalDessertDay*

**Observance Type:**

Fun / Foodie

**Floral Themes**

Have fun with it

**Marketing Relevance:**

This holiday is not cultural or religious, so florists and marketers can be creative and playful. It's perfect for UGC, reels, supermarket floral activations.

**Oct  
20**

***Kenya Mashujaa (Heroes) Day***

**Key U.S. Cities**

Boston, DC, Minneapolis

*#MashujaaDay*

**Observance Type:**

National

**Floral Themes**

Black, Red, Green & White

**Marketing Relevance:**

Mashujaa Day honors all Kenyan heroes — both well-known and everyday citizens,

**Oct  
30**

***National Candy Corn Day***

**Key U.S. Cities**

Nationwide

*#CandyCornDay*

**Observance Type:**


Fun / Seasonal

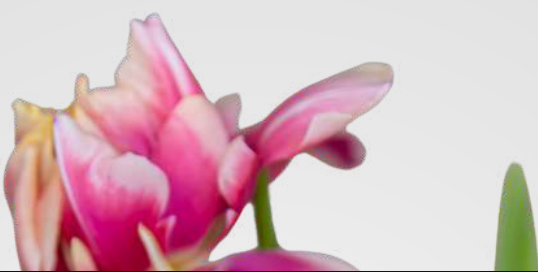
**Floral Themes**

Be creative

**Marketing Relevance:**

A playful day celebrating candy corn, one of the most iconic treats of the Halloween season.





**Oct  
31**

***Halloween***

**Key U.S. Cities**  
Nationwide

*#Halloween*

**Observance Type:**

Cultural

**Floral Themes**

Orange, Black and Spooky

**Marketing Relevance:**

Spooky, Funny and Festive



# November



**Nov  
1**

## ***All Saints' Day***

### **Key U.S. Cities**

NYC, Boston, LA & Others

*#AllSaintsDay*

### **Observance Type:**

Religious (Christian)

### **Flowers / Themes**

White, Purples, Yellow & Soft Tones

### **Marketing Relevance:**

It is a day of remembrance, prayer, candles, cemetery visits, and respect. In Latin America, Europe, and the Philippines, it is deeply tied to family, flowers, and honoring loved ones.

**Nov  
2**

## ***Day Of The Dead/ Día de los Muertos***

### **Key U.S. Cities**

LA, San Antonio, Phoenix

*#DiaDeLosMuertos*

### **Observance Type:**

Religious / Cultural

### **Flowers / Themes**

Marigolds-Bold Colors

### **Marketing Relevance:**

A joyful, colorful celebration honoring deceased loved ones.  
Tone: vibrant, ancestral, festive, full of symbolism.

**Nov  
8**

## ***Diwali (tentative)***

### **Key U.S. Cities**

NJ, Houston, Chicago & Others

*#Diwali*

### **Observance Type:**

Religious (Hindu/Sikh/Jain)

### **Flowers / Themes**

Marigolds- Bright Colors

### **Marketing Relevance:**

It is one of the biggest and most visually rich festivals in the world, making it an excellent floral-marketing holiday.





**Nov  
10**

***Sesame Street Day***

**Key U.S. Cities**

Nationwide

*#SesameStreetDay*

**Observance Type:**

Pop Culture

**Flowers / Themes**

Bright Mixed Bouquets

**Marketing Relevance:**

Sesame Street Day celebrates the anniversary of the show's first broadcast in 1969.

**Nov  
11**

***Veterans Day***

**Key U.S. Cities**

Nationwide

*#VeteransDay*

**Observance Type:**

U.S. Federal

**Flowers / Themes**

Red Poppies & Patriotic Colors

**Marketing Relevance:**

Veterans Day honors all U.S. military veterans, past and present.  
It is a day of gratitude, reflection, and national unity.

**Nov  
13**

***World Kindness Day***

**Key U.S. Cities**

Nationwide

*#WorldKindnessDay*

**Observance Type:**

Global Awareness

**Flowers / Themes**

Joyful colors

**Marketing Relevance:**

World Kindness Day is dedicated to promoting compassion, generosity, empathy, and small acts of kindness that make the world better.

**Nov  
21**

***World Hello Day***

**Key U.S. Cities**

Nationwide

*#WorldHelloDay*

**Observance Type:**


Global Awareness

**Flowers / Themes**

Mixed Bouquets

**Marketing Relevance:**

World Hello Day encourages people to say "hello" to 10 people as a symbol of peace, connection, and open communication.







**Nov  
24**

**Thanksgiving Day**

**Key U.S. Cities**

Nationwide

*#Thanksgiving*

**Observance Type:**

U.S. Federal

**Flowers / Themes**

Fall Tones

**Marketing Relevance:**

Florally, it is one of the biggest centerpiece holidays in the U.S., making it essential for retail, wholesale, and supermarket floral planning.

**Nov  
25**

**Black Friday**

**Key U.S. Cities**

Nationwide

*#BlackFridayFlowers*

**Observance Type:**

Commercial

**Flowers / Themes**

Fall Tones and Best Deals

**Marketing Relevance:**

Floral promo campaigns

**Nov  
28**

**Cyber Monday**

**Key U.S. Cities**

Nationwide

*#CyberMondayFlowers*

**Observance Type:**

Commercial

**Flowers / Themes**

Run Website Specials

**Marketing Relevance:**

e-commerce floral marketing

**Nov  
29**

**Giving Tuesday**

**Key U.S. Cities**

Nationwide

*#GivingTuesday*

**Observance Type:**

Global Awareness

**Flowers / Themes**

Mixed Tones

**Marketing Relevance:**

It's the largest philanthropic movement online, making it a fantastic opportunity for storytelling and partnerships.



# December



**Dec  
1**

## ***National Pie Day***

### **Key U.S. Cities**

All U.S.

*#PieDay*

### **Observance Type:**

Fun / Foodie

### **Flowers / Themes**

Pie Themed Arrangements

### **Marketing Relevance:**

A celebration of all things pie — comfort food, family traditions, winter coziness, and the joy of sharing something sweet.

**Dec  
4**

## ***National Cookie Day***

### **Key U.S. Cities**

All U.S.

*#CookieDay*

### **Observance Type:**

Fun / Foodie

### **Flowers / Themes**

Sweet Floral Bouquets

### **Marketing Relevance:**

National Cookie Day celebrates warm, sweet, comforting moments — from holiday baking to childhood memories.

**Dec  
6**

## ***St. Nicholas Day***

### **Key U.S. Cities**

German-American / E.  
European communities

*#StNicholasDay*

### **Observance Type:**

Religious (Christian)

### **Flowers / Themes**

Poinsettias, Holly

### **Marketing Relevance:**

St. Nicholas Day honors St. Nicholas of Myra, known for generosity, protecting children, and secret gift-giving.







**Dec  
8**

***Immaculate  
Conception***

**Key U.S. Cities**

NYC, Boston, LA

*#ImmaculateConception*

**Observance Type:**

Religious (Catholic)

**Flowers / Themes**

White & Soft Blues

**Marketing Relevance:**

This feast celebrates the belief that the Virgin Mary was conceived without original sin.

It is one of the most important Marian feast days in the Catholic Church.

**Dec  
12**

***Feast of Our Lady of  
Guadalupe***

**Key U.S. Cities**

LA, Houston, Chicago

*#OurLadyOfGuadalupe*

**Observance Type:**

Religious / Cultural

**Flowers / Themes**

Red, Teal, Gold, White, Green

**Marketing Relevance:**

This feast honors La Virgen de Guadalupe, who appeared to Juan Diego in 1531 near Mexico City.

**Dec  
15**

***National Cupcake Day***

**Key U.S. Cities**

All U.S.

*#CupcakeDay*

**Observance Type:**

Fun / Foodie

**Flowers / Themes**

Be Creative

**Marketing Relevance:**

A joyful day celebrating cupcakes — sweetness, creativity, and sharing small treats with the people you love.

**Dec  
21**

***Look on the Bright  
Side Day***

**Key U.S. Cities**

All U.S.

*#LookOnTheBrightSideDay*

**Observance Type:**


Positivity / Viral

**Flowers / Themes**

Bright Colors

**Marketing Relevance:**

This day encourages everyone to focus on the good, practice optimism, and find light—especially during the darkest time of the year (it coincides with winter solstice in the Northern Hemisphere).





**Dec  
24**

**Christmas Eve**

**Key U.S. Cities**

All U.S.

*#ChristmasEve*

**Observance Type:**

Religious (Christian)

**Flowers / Themes**

Green, Red, White & Evergreens

**Marketing Relevance:**

Both religious and non-religious communities mark it as a time of warmth, beauty, and togetherness.

**Dec  
25**

**Christmas Day**

**Key U.S. Cities**

All U.S.

*#ChristmasDay*

**Observance Type:**

Religious (Christian)

**Flowers / Themes**

Green, Red, White & Evergreens

**Marketing Relevance:**

Both religious and non-religious communities mark it as a time of warmth, beauty, and togetherness.

**Dec 26-  
Jan 1**

**Kwanzaa**

**Key U.S. Cities**

NYC, Chicago, Atlanta & Others

*#Kwanzaa*

**Observance Type:**

Cultural (African-American)

**Flowers / Themes**

Black, Red, Green

**Marketing Relevance:**

Kwanzaa is a week-long celebration of African heritage, community, family, and shared values. Founded in 1966 by Dr. Maulana Karenga

**Dec  
31**

**New Year's Eve**

**Key U.S. Cities**

All U.S.

*#NewYearsEve*

**Observance Type:**

Cultural / Global

**Flowers / Themes**

White & Silver

**Marketing Relevance:**

New Year's Eve marks the end of the old year and the welcoming of a new one.

