



Micro-Holiday Calendar 1.0

2026

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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
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:

Romantic 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:

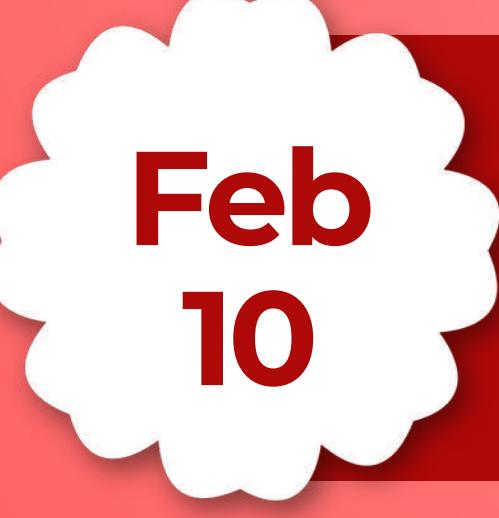
Sports / Cultural

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

Jully

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

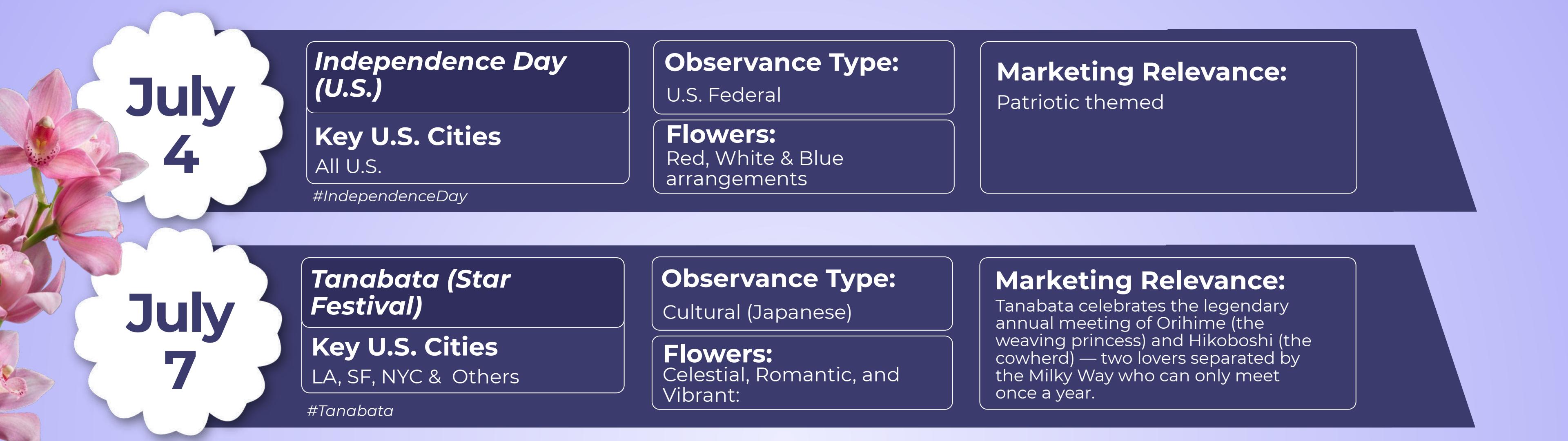
Flowers:

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

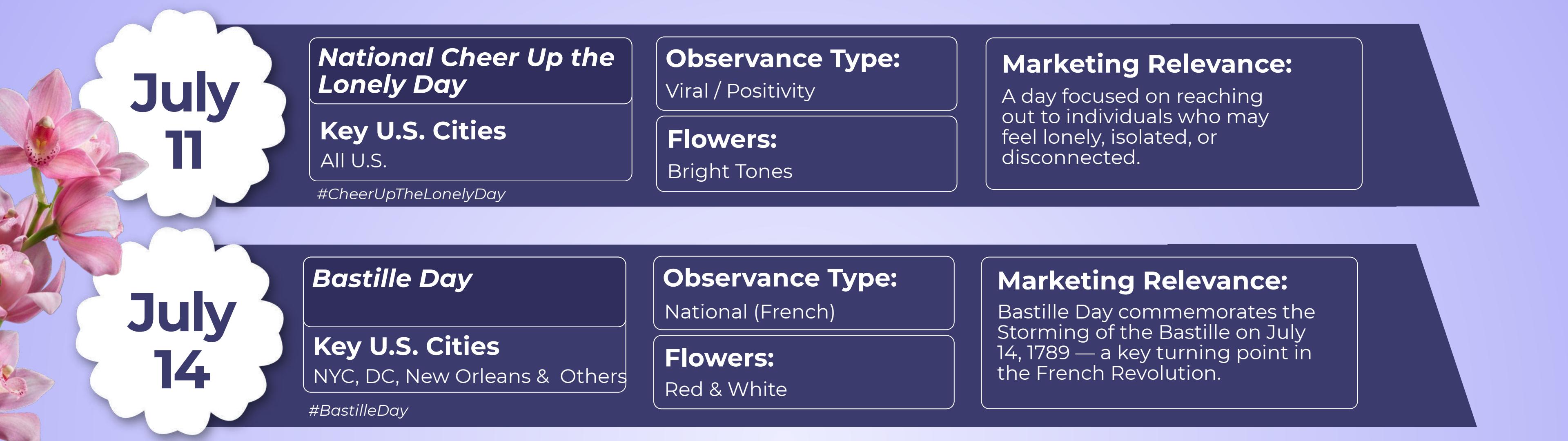
Flowers:

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

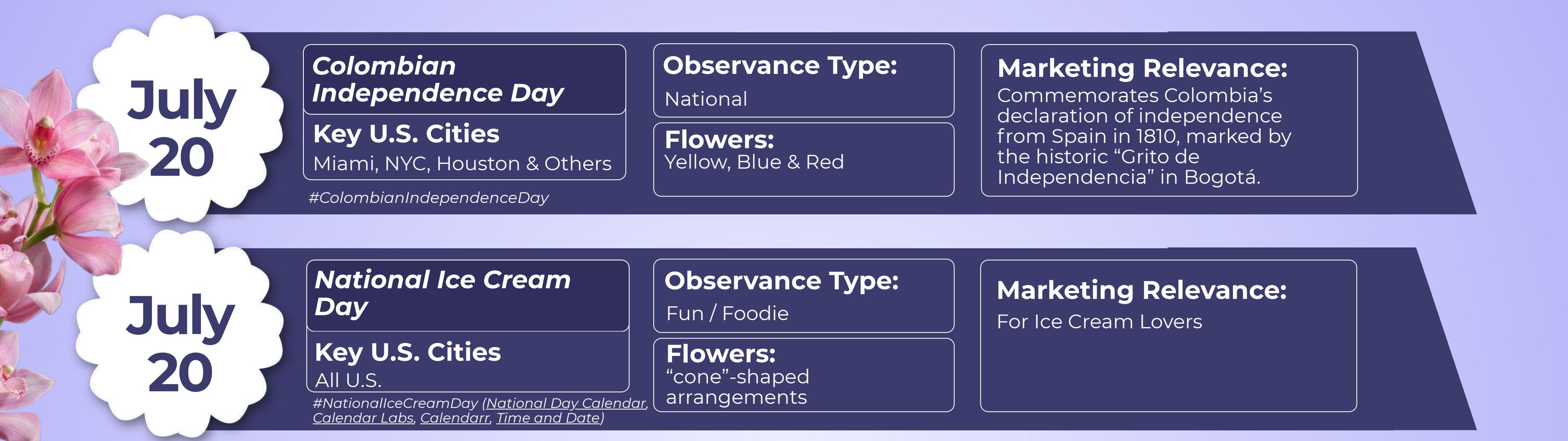
Flowers:

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

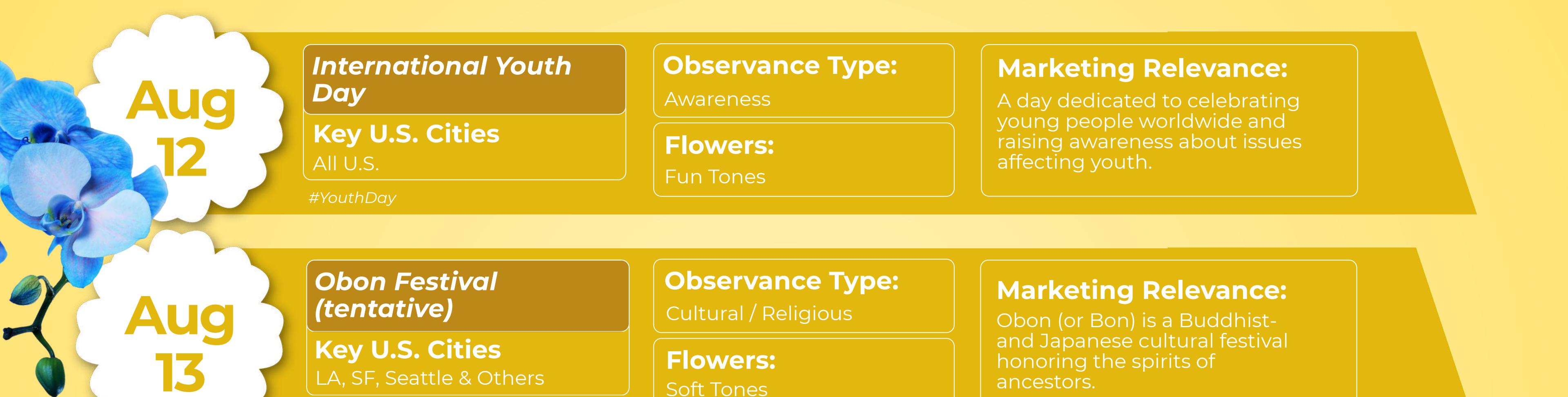
Flowers:

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:

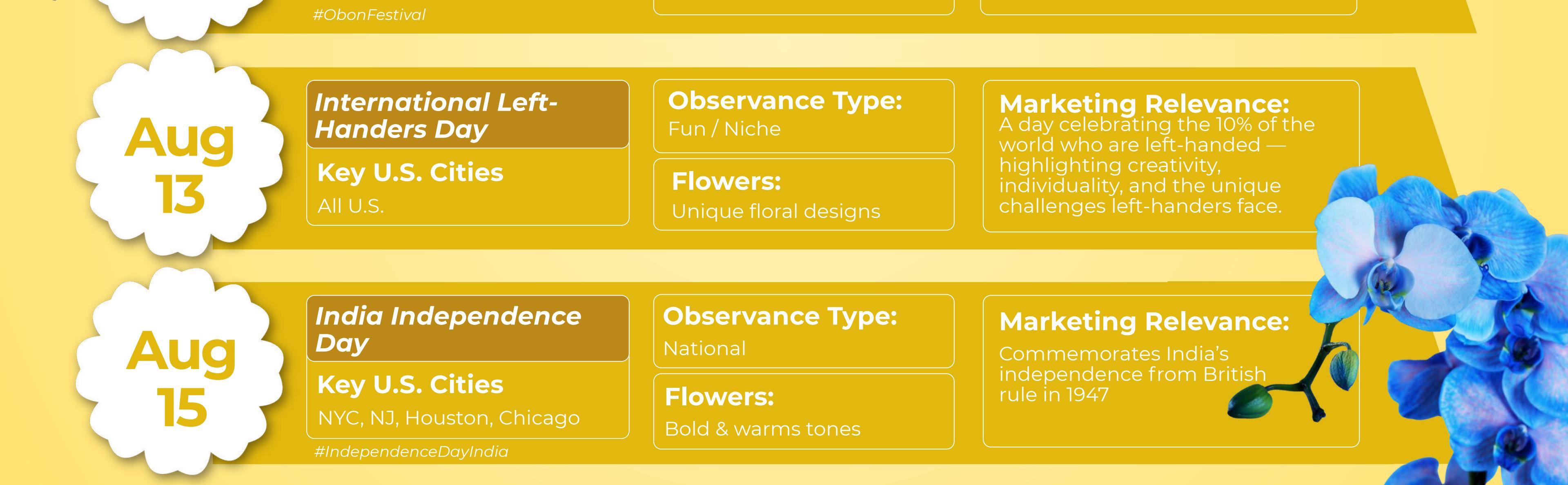
Awareness

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:

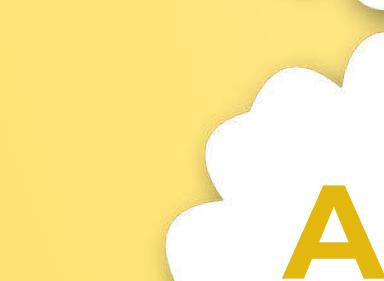
Viral / Positivity

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:

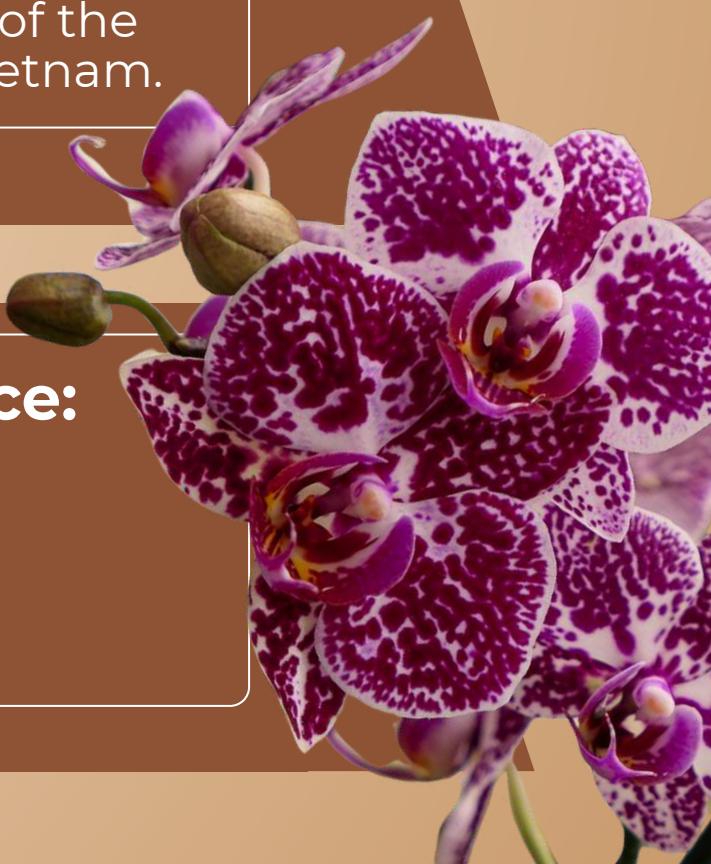
U.S. Federal

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

Observance Type:

National

Key U.S. Cities

NYC, SF, LA & Others

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.

#ChinaNationalDay

Oct
1

**Nigeria
Independence Day**

Observance Type:

National

Key U.S. Cities

Houston, Atlanta, NYC & Others

Floral Themes

Red, Gold & White

Marketing Relevance:

Celebrates Nigeria's independence from Britain in 1960.

#NigeriaIndependenceDay

Oct
1

**International Coffee
Day**

Observance Type:

Lifestyle / Viral

Key U.S. Cities

Nationwide

Floral Themes

Rustic bouquets with coffee beans

Marketing Relevance:

Yes – playful, cozy coffee + flower bundles

#InternationalCoffeeDay (National Today, Time and Date)



Oct
4

Feast of St. Francis of Assisi

Key U.S. Cities

NYC, Boston, SF

#FeastOfStFrancis

Observance Type:

Religious Catholic

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:

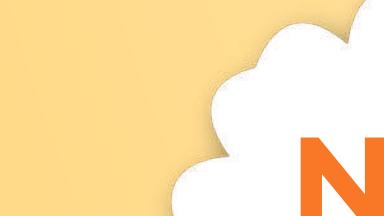
Commercial

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.