



# 2021 Content Calendar – Key Dates

|    | JAN                            | FEB   | MAR  |                        | APR   |                            | MAY  |   | JUN                                | JUL                                      | AUG                          | SEP   | OCT                       |  |                             | NOV             | DEC  |                                 |                |
|----|--------------------------------|---|--|------------------------|---|----------------------------|--|---|------------------------------------|--|------------------------------|---|---------------------------|--|-----------------------------|-----------------|--|---------------------------------|----------------|
| 01 | New Year's Day                 | LGBT+ History Month (theme is Body, Mind, Spirit) | St David's Day   | Women's History Month  | April Fool's Day                            | Maundy Thursday            | International Workers' Day                                     |   |                                    | International Joke Day                   | Yorkshire Day                |   | International Coffee Day  | International Day for Older Persons              | World Vegetarian Day        | World Vegan Day | World AIDS Day                                 |                                 |                |
| 02 | Bank Holiday (Scotland)        | World Wetlands Day                                |  |                        | Good Friday                                 | World Autism Awareness Day |  |   |                                    |  | Bank Holiday (Scotland)      |   |                           |  |                             |                 |  |                                 |                |
| 03 |                                |   | World Wildlife Day                                       |                        |   |                            | UK Bank Holiday  | World Press Freedom Day                                       |                                    |  |                              |   | London Marathon           |  |                             |                 | International Day of Persons with Disabilities |                                 |                |
| 04 |                                | World Cancer Day                                  | World Book Day   |                        | Easter Sunday                               |                            | International Firefighters' Day                                | Star Wars Day   |                                    | Independence Day                         |                              | World Beard Day                               | World Sexual Health Day   | World Habitat Day                                | World Animal Day            | Diwali          |  |                                 |                |
| 05 |                                |   |  |                        | Easter Monday                               |                            |  |   | World Environment Day              |  |                              | International Day of Charity                  | World Teachers' Day       |  | Bonfire Night               |                 | World Soil Day                                 |                                 |                |
| 06 |                                |   |  |                        |   |                            |  |   |                                    |  | International Beer Day       |   |                           |  |                             |                 |  |                                 |                |
| 07 |                                |   |  |                        | World Health Day                            |                            |  |   |                                    | World Chocolate Day                      |                              | International Day of Clean Air for Blue Skies |                           |  |                             |                 |  |                                 |                |
| 08 |                                |   | International Women's Day (theme is Choose to Challenge) | Commonwealth Day       |   |                            |  |   | World Oceans Day                   |  | International Cat Day        | International Literacy Day                    |                           |  |                             |                 |  |                                 |                |
| 09 |                                |   |  |                        |   |                            | Europe Day   |   |                                    |  |                              |   |                           |  |                             |                 |  |                                 |                |
| 10 |                                |   |  |                        |   |                            |  |   |                                    |  |                              |   |                           |  |                             |                 |  |                                 |                |
| 11 |                                |   | World Plumbing Day                                       |                        |   |                            |  |   |                                    |  |                              |   | World Lion Day            | World Suicide Prevention Day                     | World Mental Health Day     |                 |  |                                 |                |
| 12 |                                | Chinese New Year (year of the ox)                 |  |                        |   |                            | Eid al-Fitr  | International Nurses Day                                      | H.M. The Queen's official birthday | Battle of the Boyne (NI Bank Holiday)    |                              |   | International Youth Day   |  |                             |                 |  |                                 |                |
| 13 |                                | Galentine's Day                                   |  |                        |   |                            |  | World Cocktail Day  |                                    |  |                              |   | National Prosecco Day     |  |                             |                 | World Kindness Day                             |                                 |                |
| 14 |                                | Valentine's Day                                   | Mothering Sunday   | Pi Day                 |   |                            |  |   |                                    | Bastille Day                             |                              |   |                           |  |                             |                 | World Diabetes Day                             |                                 |                |
| 15 |                                |   | World Consumer Rights Day                                |                        |   |                            |  | International Day of Families                                 |                                    |  |                              |   |                           |  |                             |                 | Global Handwashing Day                         |                                 |                |
| 16 |                                | Mardis Gras                                       | Shrove Tuesday   |                        |   |                            |  |   |                                    |  |                              |   |                           |  |                             |                 | World Food Day                                 | International Day for Tolerance |                |
| 17 |                                | Ash Wednesday                                     | St Patrick's Day (NI Bank Holiday)                       |                        |   |                            | International Day against Homophobia, Transphobia and Biphobia | World Day to Combat Desertification and Drought               | Clean Air Day                      | World Emoji Day                          |                              |   |                           | International Day for the Eradication of Poverty | International Students' Day |                 |  |                                 |                |
| 18 | Martin Luther King Day         |   |  |                        |   |                            |  |   |                                    |  |                              |   |                           |  |                             |                 |  |                                 |                |
| 19 |                                |   | Red Nose Day   | World Sleep Day        |   |                            |  |   |                                    |  |                              |   | World Humanitarian Day    | International Talk Like A Pirate Day             |                             |                 |  |                                 |                |
| 20 | Presidential Inauguration, USA | World Day of Social Justice                       | International Day of Happiness                           | World Storytelling Day | World Oral Health Day                       |                            |  |   | Father's Day                       | World Refugee Day                        |                              |   |                           |  |                             |                 | World Children's Day                           |                                 |                |
| 21 |                                | International Mother Language Day                 |  |                        |   |                            | H.M. The Queen's birthday                                      | World Day for Cultural Diversity for Dialogue and Development | Endangered Species Day             | Summer Solstice                          | International Day of Yoga    |   | World Entrepreneurs Day   | International Day of Peace                       |                             |                 |  |                                 |                |
| 22 |                                |   | World Water Day  |                        |   |                            |  |   | Windrush Day                       |  |                              |   |                           | Hobbit Day                                       |                             |                 |  |                                 |                |
| 23 |                                |   |  |                        |   |                            | St. George's Day   |   |                                    |  |                              |   |                           |  |                             |                 |  |                                 |                |
| 24 |                                |   |  |                        |   |                            |  |   |                                    |  |                              |   |                           | United Nations Day                               |                             |                 | Christmas Eve                                  |                                 |                |
| 25 |                                |   |  |                        |   |                            | World Malaria Day  |   |                                    |  |                              |   |                           |  |                             |                 | Thanksgiving                                   | Christmas Day                   |                |
| 26 |                                | Australia Day                                     |  |                        |   |                            |  |   |                                    |  | International Dog Day        |   |                           |  |                             |                 | Black Friday                                   | Boxing Day                      |                |
| 27 |                                | International Holocaust Remembrance Day           |  |                        | Earth Hour, 8.30pm                          |                            |  |   |                                    |  |                              | World Tourism Day                             |                           |  |                             |                 | Small Business Saturday                        | UK Bank Holiday                 |                |
| 28 |                                |   |  |                        | UK daylight saving time (clocks go forward) |                            |  |   |                                    | World Hepatitis Day                      |                              |   |                           |  |                             |                 |  | UK Bank Holiday                 |                |
| 29 |                                |   |  |                        |   |                            | World Day for Safety and Health at Work                        |   |                                    |  |                              |   |                           |  |                             |                 |  | Cyber Monday                    |                |
| 30 |                                |   |  |                        |   |                            | International Dance Day  | UEFA Champions League Final                                   |                                    |  |                              |   |                           |  |                             |                 |  | St Andrew's Day                 |                |
| 31 |                                |   |  |                        | International Transgender Day of Visibility |                            |  |   | UK Bank Holiday                    |  |                              |   |                           |  |                             |                 |  |                                 |                |
|    |                                |   |  |                        |   |                            |  |   |                                    | World Day Against Trafficking in Persons | International Friendship Day | Bank Holiday (England, Wales, NI)             | International Podcast Day |  |                             |                 | Halloween                                      | UK clocks go back               | New Year's Eve |