

2024 AMAZON CALENDAR

brought to you by

STRAIGHT UP GROWTH

HOLIDAYS

NEW YEAR'S DAY	01/01
MLK DAY	01/14
SUPERBOWL SUNDAY	02/11
VALENTINE'S DAY	02/14
EASTER DAY	03/31
APRIL FOOL'S DAY	04/01
CINCO DE MAYO	05/05
MOTHER'S DAY	05/12
MEMORIAL DAY	05/27
FATHER'S DAY	06/16
JUNETEENTH	06/19
INDEPENDENCE DAY	07/04
LABOR DAY	09/02
HALLOWEEN	10/31
VETERAN'S DAY	11/11
THANKSGIVING	11/28
CHRISTMAS EVE	12/24
CHRISTMAS START OF HANUKKAH	12/25
START OF KWANZAA	12/26
NEW YEAR'S EVE	12/31

SEASONAL STARTS

BLACK HISTORY MONTH	FEB
SPRING BREAK SEASON	MAR
1ST DAY OF SPRING	03/19
PROM SEASON	APRIL-MAY
GRADUATION SEASON	MAY
PRIDE MOTNH	JUNE
1ST DAY OF SUMMER	06/20
BACK TO SCHOOL	JULY-SEP
1ST DAY OF FALL	09/22
1ST DAY OF WINTER	12/21

AMAZON EVENTS

SUMMER PRIME DAY	07/17*
FALL PRIME DAY	10/14*
TURKEY FIVE	11/28-12/02
BLACK FRIDAY	11/29
CYBER MONDAY	12/02

*Expected week, exact date TBD

INVENTORY SEND-IN DATES

FOR MOTHER'S DAY	03/29
FOR MEMORIAL DAY	04/15
FOR FATHER'S DAY	05/03
FOR BACK TO SCHOOL	05/29
FOR LABOR DAY	07/22
FOR HALLOWEEN	09/12
FOR TURKEY FIVE	11/01

SUG CLOSED

MLK DAY	01/14
MEMORIAL DAY	05/27
JUNETEENTH	06/19
INDEPENDENCE DAY	07/04
LABOR DAY	09/02
THANKSGIVING	11/28
CHRISTMAS EVE	12/24
CHRISTMAS	12/25

SUG

JANUARY

- 01** NEW YEAR'S DAY
- 14** MLK DAY | SUG CLOSED

FEBRUARY

- 01** START OF BLACK HISTORY MONTH
- 11** SUPERBOWL SUNDAY
- 14** VALENTINE'S DAY

MARCH

- 01** START OF SPRING BREAK SEASON
- 19** 1ST DAY OF SPRING
- 31** EASTER SUNDAY

APRIL

- 01** APRIL FOOL'S DAY
- START OF PROM SEASON

MAY

- 01** START OF GRADUATION SEASON
- 05** CINCO DE MAYO
- 12** MOTHER'S DAY
- 27** MEMORIAL DAY | SUG Closed

JUNE

- 01** START OF PRIDE MONTH
- 16** FATHER'S DAY
- 19** JUNETEENTH | SUG Closed
- 20** 1ST DAY OF SUMMER

JULY

- 04** INDEPENDENCE DAY | SUG Closed
- 10** START OF BACK TO SCHOOL
- 17** EXPECTED SUMMER PRIME DAY*

AUGUST

- 01** BACK TO SCHOOL

*Expected week | Exact date TBD

SEPTEMBER

- 02** LABOR DAY | SUG Closed
- 11** END OF BACK TO SCHOOL SEASON
- 22** 1ST DAY OF FALL

OCTOBER

- 14** EXPECTED FALL PRIME DAY*
- 31** HALLOWEEN

*Expected week | Exact date TBD

NOVEMBER

- 11** VETERAN'S DAY
- 28** THANKSGIVING | SUG Closed
- 29** BLACK FRIDAY

DECEMBER

- 02** CYBER MONDAY
- 21** 1ST DAY OF WINTER
- 24** CHRISTMAS EVE | SUG Closed
- 25** CHRISTMAS | SUG Closed
- 31** NEW YEAR'S EVE

JANUARY 2024

IMPORTANT DATES:

JAN 01: NEW YEAR'S DAY

JAN 15: MLK DAY



LOOKING AHEAD:

BLACK HISTORY MONTH: **FEBRUARY**

VALENTINE'S DAY: **FEB 14**

SUPERBOWL SUNDAY: **FEB 11**

SPRING BREAK SEASON: **MARCH**



HOLIDAYS

SEASONAL STARTS

AMAZON EVENTS

INVENTORY SEND-IN DATES

SUG CLOSED

JANUARY

2024

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

	1 NEW YEAR'S DAY	2	3	4	5	6
7	8	9	10	11	12	13
14	15 MLK DAY SUG Closed	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY 2024

IMPORTANT DATES:

FEB 01: START OF BLACK HISTORY MONTH

FEB 11: SUPERBOWL SUNDAY

FEB 14: VALENTINE'S DAY



LOOKING AHEAD:

SPRING BREAK SEASON: **MARCH**



HOLIDAYS

SEASONAL STARTS

AMAZON EVENTS

INVENTORY SEND-IN DATES

SUG CLOSED

FEBRUARY

2024

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

				1 START OF BLACK HISTORY MONTH	2	3
4	5	6	7	8	9	10
11 SUPERBOWL SUNDAY	12	13	14 VALENTINE'S DAY	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

MARCH 2024

IMPORTANT DATES:

MARCH 01: START OF SPRING BREAK SEASON

MARCH 31: EASTER SUNDAY



LOOKING AHEAD:

MOTHER'S DAY: **MAY 12**

RECOMMENDED INVENTORY SEND-IN

DATE FOR MOTHER'S DAY: **MARCH 29**



HOLIDAYS

SEASONAL STARTS

AMAZON EVENTS

INVENTORY SEND-IN DATES

SUG CLOSED

MARCH

2024

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

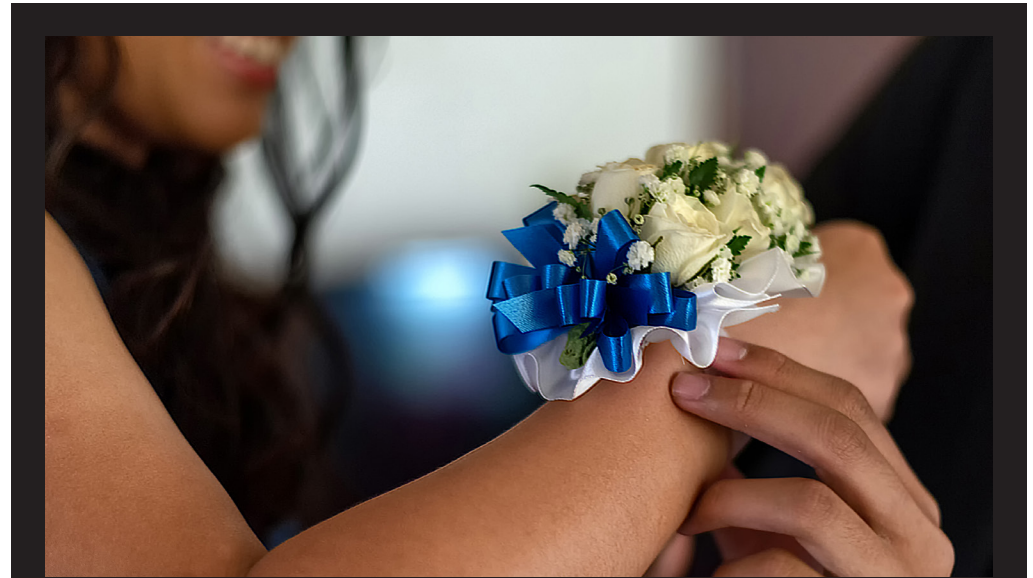
						1 START OF SPRING BREAK SEASON	2
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19 1ST DAY OF SPRING	20	21	22	23	
24	25	26	27	28	29 Recommended Inventory Send-In Date for Mother's Day	30	
31 EASTER SUNDAY							

APRIL 2024

IMPORTANT DATES:

APRIL 01: START OF PROM SEASON

APRIL 01: APRIL FOOL'S DAY



LOOKING AHEAD:

RECOMMENDED INVENTORY SEND IN

DATE FOR MEMORIAL DAY: **APRIL 15**

START OF GRAD SEASON: **MAY 1**

MOTHER'S DAY: **MAY 12**



HOLIDAYS

SEASONAL STARTS

AMAZON EVENTS

INVENTORY SEND-IN DATES

SUG CLOSED

APRIL 2024

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

	1 START OF PROM SEASON APRIL FOOL'S DAY	2	3	4	5	6
7	8	9	10	11	12	13
14	15 Recommended Inventory Send-In Date for Memorial Day	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MAY 2024

IMPORTANT DATES:

MAY 01: START OF GRADUATION SEASON

MAY 05: CINCO DE MAYO

MAY 12: MOTHER'S DAY

MAY 27: MEMORIAL DAY

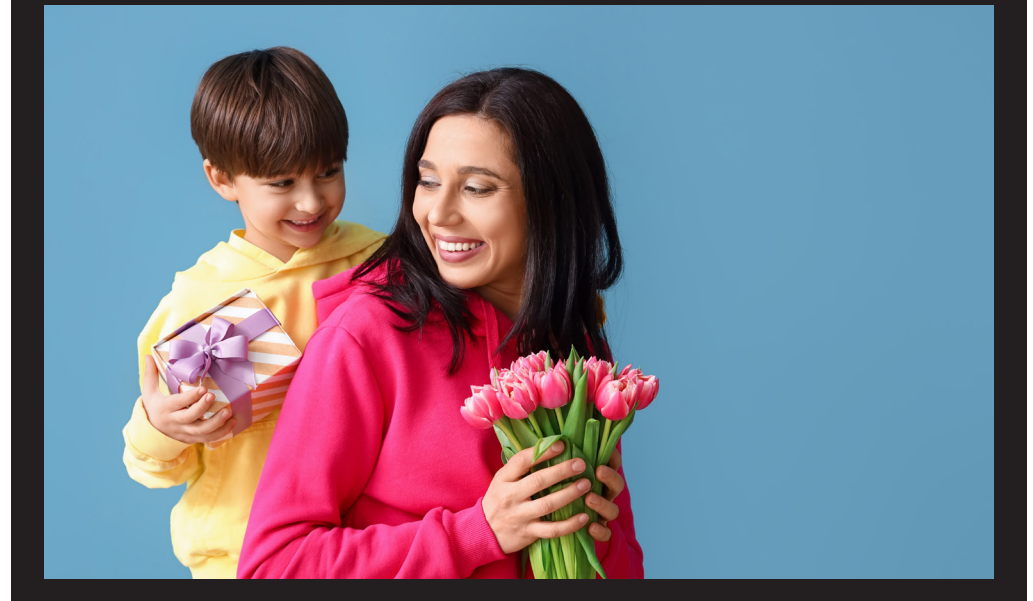
LOOKING AHEAD:

RECOMMENDED INVENTORY SEND-IN

DATE FOR FATHER'S DAY: **MAY 3**

FATHER'S DAY: **JUNE 16**

SUMMER PRIME DAY: **TBD**





HOLIDAYS

SEASONAL STARTS

AMAZON EVENTS

INVENTORY SEND-IN DATES

SUG CLOSED

MAY

2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 START OF GRADUATION SEASON	2	3 Recommended Inventory Send-In Date for Father's Day	4
5 CINCO DE MAYO	6	7	8	9	10	11
12 MOTHER'S DAY	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27 MEMORIAL DAY SUG Closed	28	29 Recommended Inventory Send-In Date for Back To School	30	31	

JUNE 2024

IMPORTANT DATES:

JUNE 01: START OF PRIDE MONTH

JUNE 16: FATHER'S DAY

JUNE 19: JUNETEENTH

JUNE 20: FIRST DAY OF SUMMER

LOOKING AHEAD:

SUMMER PRIME DAY: TBD





HOLIDAYS

SEASONAL STARTS

AMAZON EVENTS

INVENTORY SEND-IN DATES

SUG CLOSED

JUNE

2024

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

							1 START OF PRIDE MONTH
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16 FATHER'S DAY	17	18	19 JUNETEENTH SUG Closed	20 1ST DAY OF SUMMER	21	22	
23	24	25	26	27	28	29	
30							

JULY 2024

IMPORTANT DATES:

JULY 04: INDEPENDENCE DAY

JULY 14-20: EXPECTED SUMMER PRIME DAY

LOOKING AHEAD:

BACK TO SCHOOL: JULY-SEPTEMBER

RECOMMENDED INVENTORY SEND-IN

DATE FOR LABOR DAY: JULY 22





HOLIDAYS

SEASONAL STARTS

AMAZON EVENTS

INVENTORY SEND-IN DATES

SUG CLOSED

JULY 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4 INDEPENDENCE DAY SUG Closed	5	6
7	8	9	10 START OF BACK TO SCHOOL SEASON	11	12	13
14	15	16	17	18	19	20
EXPECTED SUMMER PRIME DAY WEEK						
21	22 Recommended Inventory Send-In Date for Labor Day	23	24	25	26	27
28	29	30	31			

AUGUST 2024

IMPORTANT DATES:

AUG: BACK TO SCHOOL



LOOKING AHEAD:

FALL PRIME DAY: TBD





HOLIDAYS

SEASONAL STARTS

AMAZON EVENTS

INVENTORY SEND-IN DATES

SUG CLOSED

AUGUST

2024

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

				1 CONTINUE BACK TO SCHOOL SEASON	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER 2024

IMPORTANT DATES:

SEP 02: LABOR DAY

SEP 08: NFL SEASON BEGINS

SEP 11: END OF BACK TO SCHOOL SEASON



LOOKING AHEAD:

FALL PRIME DAY: TBD

RECOMMENDED INVENTORY SEND-IN

DATE FOR HALLOWEEN: **SEP 12**

HALLOWEEN: **OCT 31**



HOLIDAYS

SEASONAL STARTS

AMAZON EVENTS

INVENTORY SEND-IN DATES

SUG CLOSED

SEPTEMBER

2024

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

1	2 LABOR DAY SUG Closed	3	4	5	6	7
8 NFL SEASON BEGINS	9	10	11 END OF BACK TO SCHOOL SEASON	12 Recommended Inventory Send-In Date for Halloween	13	14
15	16	17	18	19	20	21
22 1ST DAY OF FALL	23	24	25	26	27	28
29	30					

OCTOBER 2024

IMPORTANT DATES:

OCT 31: HALLOWEEN

OCT 13–19: EXPECTED FALL PRIME DAY

LOOKING AHEAD:

RECOMMENDED INVENTORY SEND-IN
DATE FOR FALL HOLIDAYS: **NOV 01**

THANKSGIVING: **NOV 28**

BLACK FRIDAY: **NOV 29**

CYBER MONDAY: **DEC 02**

CHRISTMAS: **DEC 25**





HOLIDAYS

SEASONAL STARTS

AMAZON EVENTS

INVENTORY SEND-IN DATES

SUG CLOSED

OCTOBER

2024

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
EXPECTED FALL PRIME DAY WEEK						
20	21	22	23	24	25	26
27	28	29	30	31 HALLOWEEN		

NOVEMBER 2024

IMPORTANT DATES:

NOV 28: THANKSGIVING

NOV 29: BLACK FRIDAY



LOOKING AHEAD:

CHRISTMAS: DEC 25

START OF HANUKKAH: DEC 25

START OF KWANZAA: DEC 26

NEW YEAR'S EVE: DEC 31





HOLIDAYS

SEASONAL STARTS

AMAZON EVENTS

INVENTORY SEND-IN DATES

SUG CLOSED

NOVEMBER

2024

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

						1 Recommended Inventory Send-In Date for Thanksgiving, Black Friday, & Cyber Monday	2
3	4	5	6	7	8	9	
10	11 VETERAN'S DAY	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28 THANKSGIVING SUG Closed	29 BLACK FRIDAY	30	
TURKEY FIVE							

DECEMBER 2024

IMPORTANT DATES:

DEC 02: CYBER MONDAY

DEC 24: CHRISTMAS EVE

DEC 25: CHRISTMAS/START OF HANUKKAH

DEC 26: START OF KWANZAA

DEC 31: NEW YEAR'S EVE



LOOKING AHEAD:

VALENTINE'S DAY 2025: FEB 14



HOLIDAYS

SEASONAL STARTS

AMAZON EVENTS

INVENTORY SEND-IN DATES

SUG CLOSED

DECEMBER

2024

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

1	2 CYBER MONDAY	3	4	5	6	7
TURKEY FIVE						
8	9	10	11	12	13	14
15	16	17	18	19	20	21 1ST DAY OF WINTER
22	23	24 CHRISTMAS EVE SUG Closed	25 CHRISTMAS START OF HANUKKAH SUG Closed	26 START OF KWANZAA	27	28
29	30	31 NEW YEAR'S EVE				