USA - UK

Calendar

key ecommerce dates

2024

Adrenalead

1st SaaS Web Push Notification platform
with an advertising network to **activate** your audience.

Concrete examples of Web Push Notification campaigns to be deployed all year round

January 2024

2024 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 New Year	2	3	4	5	6	7
8	9 CES Las Vegas	10 CES Las Vegas	11 CES Las Vegas	12 CES Las Vegas	13 *until February 11* Africa Cup of Nations	14 NRF Retail's Big Show
15 Blue Monday NRF Retail's Big Show	16 NRF Retail's Big Show	17 NRF Retail's Big Show	18 NRF Retail's Big Show	19 NRF Retail's Big Show	20 NRF Retail's Big Show	21 National Hugging Day NRF Retail's Big Show
22 Community Manager Appreciation Day	23	24 International Day of Education	25	26 National Spouse's Day	27	28 Data Privacy Day
29	30	31	1	2	3	4

Legend

- CSR Impact
- USA
- UK
- Both

January 2024

1

notifadz BY ADRENALEAD www.notifadz.com · 8 min

HAPPY NEW YEAR!

Create your personalized virtual greeting card in less than 10 minutes. Over 10,000 templates available. 100% free!

SEND MY CARD

New Year

21

notifadz BY ADRENALEAD www.notifadz.com · 8 min

HUGS FOR THE SKIN!

Take care of your skin with our special products. Embrace the softness now!

EXPLORE OUR CARE PRODUCTS BUY HERE

National Hugging Day

Find out more about Web Push Notifications:

Barometers | White papers | Case studies | Our blog

Adrenalead
www.adrenalead.com

February 2024

2024 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	31	1 *all February* Black History Month	2 *until March 16* Six Nations Championship	3 *until February 13* Carnival of Venice	4 World cancer day
5	6	7	8	9 *until February 17* Rio Carnival World Pizza Day	10 Chinese New Year	11 Super Bowl LVIII
12	13 Mardi Gras	14 Valentine's Day	15	16	17	18
19 Presidents' day	20	21	22	23	24	25
26	27	28	29	1	2	3

Legend

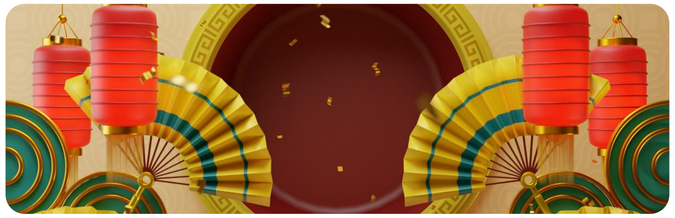
- CSR Impact
- USA
- UK
- Both

10

notifadz BY ADRENALEAD www.notifadz.com · 8 min

HAPPY WOOD DRAGON NEW YEAR!

For a successful celebration, enjoy a 10% discount on our decoration items dedicated to the Wood Dragon!



DISCOVER THE PRODUCTS LEARN MORE

Chinese New Year

14

notifadz BY ADRENALEAD www.notifadz.com · 8 min

LONELY HEART?

Meet up with local singles in your area and don't spend Valentine's Day alone.

I CREATE MY ACCOUNT LEARN MORE

Valentine's Day

March 2024

2024 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
26	27	28	29	1 St David's Day World compliment day	2	3
4	5	6	7	8 International Women's Day	9 Ramadan	10 96th Oscars Academy Awards Mother's Day
11	12	13	14	15	16 Digital Cleanup Day	17 Saint Patrick's Day
18	19	20 Spring French Language Day	21	22	23	24
25	26	27	28	29	30	31 Easter

Legend

- CSR Impact
- USA
- UK
- Both

20

notifadz BY ADRENALEAD www.notifadz.com · 8 min

SPRING IS COMING!

Take advantage of our peony arrival to purchase your flower bouquet! Order today for delivery on Wednesday.

SEE BOUQUETS KNOW MORE

Spring

31

notifadz BY ADRENALEAD www.notifadz.com · 8 min

JOIN THE EGG HUNT

Discover a wide selection of chocolates: dark, milk, white, filled, or plain... Something to delight both young and old.

I BUY LEARN MORE

Easter

April 2024

2024 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 April Fools' Day	2	3	4	5	6	7 World Health Day
8	9	10 National Siblings Day	11 National Pet Day	12 Coachella Festival *Weekend 1*	13	14
15	16	17	18	19 Coachella Festival *Weekend 2*	20	21 World Creativity and Innovation Day
22 Earth Day	23 Saint George's Day	24	25	26	27	28
29 International Dance Day	30	1	2	3	4	5

Legend

- CSR Impact
- USA
- UK
- Both

11

notifadz www.notifadz.com · 8 min

PAMPER YOUR FURRY FRIEND!

Give your companion a day of care. Book now and get 5% off with the code PETLOVE.

BOOK NOW CODE PETLOVE

National Pet Day

22

notifadz www.notifadz.com · 8 min

PLANT TREES!

Today is Earth Day! Visit our website to help us plant as many trees as possible.

GET INVOLVED LEARN MORE

Earth Day

May 2024

2024 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	1 International Worker's day	2	3	4	5 Cinco de Mayo
6	7	8	9 Europe Day	10	11	12 Mother's Day
13	14 National Children's Day UK	15	16	17	18 International Museum day	19
20	21	22	23	24	25 National Wine Day	26
27 Memorial Day	28 World Hunger Day	29	30	31 No Tobacco Day European Neighbours' Day	1	2

Legend

- CSR Impact
- USA
- UK
- Both

May 2024

1

notifadz BY ADRENALEAD www.notifadz.com · 8 min

15% OFF ON OUR WEBSITE

Our stores will be closed this Wednesday, but our website remains open. Enjoy 15% off on all our products. CODE MAY15

DISCOVER MORE FIND A STORE

International Workers' day

12

notifadz BY ADRENALEAD www.notifadz.com · 8 min

DEDICATED LOVE STORIES

Create a story that celebrates your mom. Personalized books for a memorable Mother's Day. Enjoy a 10% discount!

PERSONALIZE THE BOOK CODE: MOM10

Mother's Day

June 2024

2024 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	29	30	31	1 all June Pride Month	2
3	4 Retail Innovation Conference & Expo	5 World Environment Day	6	7	8	9 Children's Day
10	11	12	13	14 American Flag Day	15	16 Father's Day
17	18	19 Juneteenth	20 Summer	21 Music Day	22	23 Olympic Day
24	25	26 Glastonbury Festival	27	28	29	30

Legend

- CSR Impact
- USA
- UK
- Both

June 2024

22

all June

notifadz BY ADRENALEAD www.notifadz.com · 8 min

VIBRANT READING, INSPIRING DEALS!

Explore stories that celebrate love and diversity. Use code READPRIDE for a 10% discount. Read with pride!

VIEW BOOKS CODE : READPRIDE

Pride Month

16

notifadz BY ADRENALEAD www.notifadz.com · 8 min

SPECIAL FATHER'S DAY OFFER

Free shipping on griddles and barbecues, take this opportunity to treat your dads!

DISCOVER OUR PRODUCTS

Father's Day

Find out more about Web Push Notifications:

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Adrenalead
www.adrenalead.com

July 2024

2024 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 *TBD* Amazon Prime Day	2	3 International Plastic Bag Free Day	4 Independence Day	5	6	7
8	9	10	11	12	13	14
15	16	17 World Emoji Day	18	19	20	21
22	23	24 *until August 11* Olympic Games of Paris	25	26	27	28
29	30 World Friendship Day	31	1	2	3	4

Legend

- CSR Impact
- USA
- UK
- Both

4

notifadz www.notifadz.com · 8 min

GET READY FOR THE 4TH OF JULY!

Throw the best party in your neighbourhood: visit our site to find the best party supplies!

DISCOVER OUR PARTY SUPPLIES FIND OUT MORE

Independence Day

30

notifadz www.notifadz.com · 8 min

1=2 FOR WORLD FRIENDSHIP DAY

Treat your best friend: for 48 hours, buy one product, get the same one for free!

BUY ONE = GET ONE FREE LEARN MORE

World Friendship Day

August 2024

2024 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	31	1	2 International Beer Day	3	4
5	6	7	8	9	10	11
12 International Youth Day	13	14	15 Assumption of Mary	16	17	18
19 World Photography Day	20	21	22	23	24	25
26 Summer Bank Holiday	27	28 *until September 8* Paralympic Games of Paris	29	30	31 World Blog Day	1

Legend

- CSR Impact
- USA
- UK
- Both

19

notifadz BY ADRENALEAD www.notifadz.com · 8 min

SMILE... GOT IT!

To celebrate World Photography Day, "London Academy" offers a 10% discount on its photography courses.

BOOK YOUR COURSE LEARN MORE

World Photography Day

31

notifadz BY ADRENALEAD www.notifadz.com · 8 min

FREE TEMPLATE: GO FOR IT!

Unleash your writing skills on World Blog Day! Sign up on our website and get a free personalized template.

SIGN UP LEARN MORE

World Blog Day

September 2024

2024 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
26	27	28	29	30	31	1
2 Labor Day	3	4	5	6	7	8 National Grandparents Day
9	10	11	12	13 Friday the 13th International Programmer's Day	14 World First Aid Day	15 *until October 15* National Hispanic Heritage Month
16 World Cleanup Day	17	18 International Equal Day Day Ecommerce Expo	19	20	21 International Day of Peace	22 Fall / Autumn
23	24	25	26	27 World Tourism Day	28	
30 International podcast day	1	2	3	4	5	6

Legend

- CSR Impact
- USA
- UK
- Both

14

notifadz BY ADRENALEAD www.notifadz.com · 8 min

SAVE LIVES TOO!

Meet London firefighters at Trafalgar Square this Saturday for a free first aid training!

MEET THEM LEARN MORE

World First Aid Day

22

notifadz BY ADRENALEAD www.notifadz.com · 8 min

WARMLY CHIC, 10% OFF!

Embrace the autumn style. Get 10% off on your first order. Autumn elegance, not to be missed!

DISCOVER THE COLLECTION SHOP NOW

Fall / Autumn

October 2024

2024 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30	1 *all October* Pink October	2	3	4 World Animal Day	5 World Teachers' Day	6 National Grandparents Day
7	8	9	10	11	12 Yom Kippour	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31 Halloween	1	2	3

Legend

- CSR Impact
- USA
- UK
- Both

Octobre 2024

1

all October

notifadz BY ADRENALEAD www.notifadz.com · 8 min

BREAST CANCER: GIFT A HEART PILLOW

Download our heart pillow pattern for free, sew, and drop off your pillow at our store before the 31st.

DOWNLOAD THE PATTERN LEARN MORE

Pink October

31

notifadz BY ADRENALEAD www.notifadz.com · 8 min

TRICK OR TREAT!

The largest selection of Halloween costumes is on our site. Choose yours and rent or buy it.

VIEW COSTUMES LEARN MORE

Halloween

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November 2024

2024 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
28	29	30	31	1 *all November* Movember All Saints' Day	2	3
4	5	6	7	8	9 World Adoption Day	10
11 Singles' Day Remembrance Day / Veterans Day	12	13 🤗 World Kindness Day	14	15	16	17
18	19	20 World Children's Day	21	22	23	24
25	26	27	28 🦃 Thanksgiving	29 🏷️ Black Friday	30 Saint Andrew's Day	1

Legend

- CSR Impact
- USA
- UK
- Both

13

notifadz BY ADRENALEAD www.notifadz.com · 8 min

SPREAD JOY! OUR OUTING IDEAS 🤗

World Kindness Day: our magazine reveals the best events in the region to treat yourself.

READ THE ARTICLE

World Kindness Day

29

notifadz BY ADRENALEAD www.notifadz.com · 8 min

IT'S A BLACK WEEK! 🏷️

Up to 50% off on a wide selection: prepare for the holidays now.

ENJOY THE DISCOUNTS LEARN MORE

Black Friday

December 2024

2024 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
25	26	27	28	29	30	1
2 Cyber Monday	3 International Day of Persons with Disabilities	4	5	6 Saint Nicholas Day	7	8 World Climate Day
9 Green Monday	10 Human Rights Day	11	12	13	14 National Free Shipping Day	15
16	17	18	19	20 National Ugly Christmas Sweater Day	21 Winter Super Saturday	22
23	24 Christmas Eve	25 Christmas	26 Boxing Day	27	28	29
30	31 New Year's Eve	1	2	3	5	5

Legend

CSR Impact

USA

UK

Both

25

notifadz BY ADRENALEAD www.notifadz.com · 8 min

CHRISTMAS IS COMING, HO HO HO!

Our catering service will make Christmas sparkle: discover our festive dishes and create your ideal menu.

DISCOVER THE MENUS LEARN MORE

Christmas

31

notifadz BY ADRENALEAD www.notifadz.com · 8 min

2025, HERE WE COME!

Confetti, hats, streamers... All the accessories you need for New Year's Eve are here!

PREPARE YOUR EVENING BUY OUR PRODUCTS

New Year's Eve

Dates to remember #ImpactByAdrenalead

January 2024

- **24** International Day of Education

February 2024

- **1** Black History Month
- **4** World cancer day

March 2024

- **1** World compliment day
- **8** International Women's Day
- **16** Digital Cleanup Day

April 2024

- **7** World Health Day
- **22** Earth Day

May 2024

- **31** No Tobacco Day

June 2024

- **1** Pride Month *all June*
- **5** World Environment Day
- **15** World Hunger Day

July 2024

- **3** International Plastic Bag Free Day
- **30** International Day of Friendship

August 2024

- **12** International Youth Day

IMPACT BY ADRENALEAD

The ***#PushTeam*** is involved in **solidarity activities**

The ***#PushTeam*** is committed to **social policy**

Dates to remember #ImpactByAdrenalead

September 2024

14	World First Aid Day
16	World Cleanup Day
18	International Equal Pay Day
21	International Day of Peace
27	World Tourism Day

October 2024

1	*all October* Pink October
4	World Animal Day

November 2024

1	*all November* Movember
13	World Kindness Day
20	World Children's Day

December 2024

3	International Day of Persons with Disabilities
8	World Climate Day
9	Green Monday
10	Human Rights Day

IMPACT BY ADRENALEAD

The ***#PushTeam*** cares about the **environment**

Impact by Adrenalead - CSR policy
The beginning of the Adrenalead adventure is obviously an innovative project and an entrepreneurial desire.

But it is also, above all, a story of common values, shared by Aurore Goxe and Edouard Ducray from the start of their collaboration, driven by the desire to bring together entrepreneurship, solidarity, respect and kindness.

This is how the Impact By Adrenalead programme was born in 2022.

https://adrenalead.com/en/csr-impact/

More information