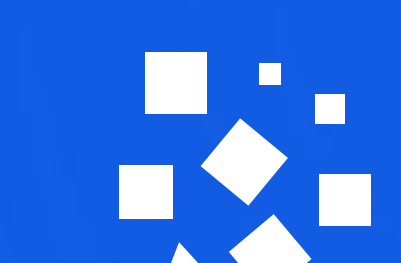




Calendar

key ecommerce dates

2026

 **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 2026

- CSR Impact
- USA
- UK
- Both

2026 ecommerce calendar

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



1

notifadz

www.notifadz.com · 8 min

YOUR PERFECT OUTFIT FOR NEW YEAR'S EVE



Explore our festive outfits and shine all night long. Exclusive New Year's offer!



I WANT TO DISCOVER

New Year



21

notifadz

www.notifadz.com · 8 min

THE POWER OF A HUG



Did you know that hugs reduce stress and improve the mood? Don't forget to hug your loved ones



SHARE A HUG TODAY

Hugging Day

February 2026

CSR Impact USA UK Both

2026 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
26	27	28	29	30	31	1 all February  Black History Month
2	3	4  World cancer day	5 until March 14 Six Nations Championship	6 until February 22 XXV Olympic Winter Games – Italy	7 until February 17 Carnival of Venice	8 Super Bowl LX
9  World Pizza Day	10  Safer Internet Day	11	12	13 until February 21 Rio Carnival	14  Valentine's Day	15
16 President's Day	17 Chinese New Year Ramadan Shrove Tuesday	18	19	20	21	22
23	24	25	26	27	28	1



9

notifadz
BY ADRENALEAD

www.notifadz.com · 8 min

WORLD PIZZA DAY 🍕

Every pizza \$8 — today only! Call your friends, it's time to invite them! Which flavor will you choose?



ORDER NOW

World Pizza Day



14

notifadz
BY ADRENALEAD

www.notifadz.com · 8 min

VALENTINE'S DAY: RELAXATION AND ROMANCE

Discover our care packages for two and treat yourself to a wellness interlude.



SEE OFFERS

Valentine's Day

March 2026

- CSR Impact
- USA
- UK
- Both

2026 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
23	24	25	26	27	28	1 St David's Day World compliment Day A
2	3	4	5	6	7	8
				until March 15 XXV Paralympic Winter Games (Italy)		International Women's Day A
9	10	11	12	🧘 World Sleep Day	14	15 98th Oscars Academy Awards Mother's Day
16	🍀 Saint Patrick's Day	18	19	20	21	22
				Spring Aïd el-Fitr International Francophonie Day	Digital Cleanup Day A	
23	24	25	26	27	🌍 Earth Hour	29
30	31	1	2	3	4	5



13

notifadz

www.notifadz.com · 8 min

20% OFF OUR MATTRESSES! 🛏️

On this World Sleep Day — because your rest matters — enjoy our special discounts now!



I WANT TO SLEEP LIKE A BABY

World Sleep Day



17

notifadz

www.notifadz.com · 8 min

HOW ABOUT CELEBRATING IT IN DUBLIN?

Spend St. Patrick's Day with the Irish — get 15% off your flights and hotels for the next two days!



I'M OFF TO DUBLIN

Saint Patrick's Day

April 2026

CSR Impact

USA

UK

Both

2026 ecommerce calendar

Monday

Tuesday

Wednesday

Thursday

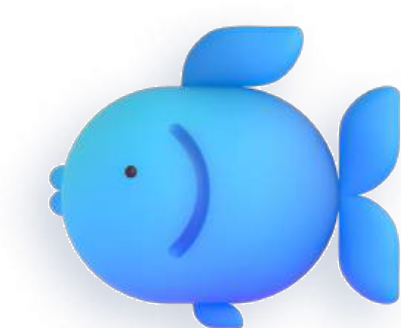
Friday

Saturday

Sunday

30

31



1

2

3

4



5

April Fool's Day

Easter

6

7

8

9

10

11

12

Easter Monday



World Health Day

National Siblings Day

National Pet Day

Coachella Festival

13

14

15

16

17

18

19

Coachella Festival

20

21



22

23

24

25

26

World Creativity and
Innovation Day



Earth Day

St George's Day

27

28

29

30

1

2

3

International Dance Day

International Jazz Day

April 2026

Web Push Notification campaigns



5

notifadz
BY ADRENALeAD

www.notifadz.com · 8 min

EASTER IS AROUND THE CORNER! 🐣

For every Easter purchase, receive a surprise gift! Don't miss this chance to treat yourself.



I'M IN

Easter



22

notifadz
BY ADRENALeAD

www.notifadz.com · 8 min

A DAY OF ACTION FOR THE EARTH 🌍

Walk, reuse, plant. Discover our actions for a healthier environment.



I PARTICIPATE

Earth Day

Explore more from us:

Marketing Templates

Case studies

Our blog

May 2026

CSR Impact

USA

UK

Both

2026 ecommerce calendar

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

27

28

29

30

1

2

3



International Worker's day

4

5

6

7

8

9

10

Early May Bank Holiday

Cinco de Mayo

Local elections (England, Scotland, Wales)

Europe Day

Mother's Day

National Children's Day UK

11

12

13

14

15

16

17

Ascension Day



18

19

20

21

22

23

24

International Museum Day

Pentecost

25

26

27

28

29

30

31

National Wine Day

Memorial Day

Spring Bank Holiday

 World Hunger Day

European Neighbours' Day

UEFA Champions League final

 No Tobacco Day

May 2026

Web Push Notification campaigns



1

notifadz
BY ADRENALEAD

www.notifadz.com · 8 min

A HOLIDAY, SAVINGS AWAIT

Take a moment to explore our exclusive promotions to celebrate Labor Day.



DISCOVER THE OFFERS

International Worker's Day



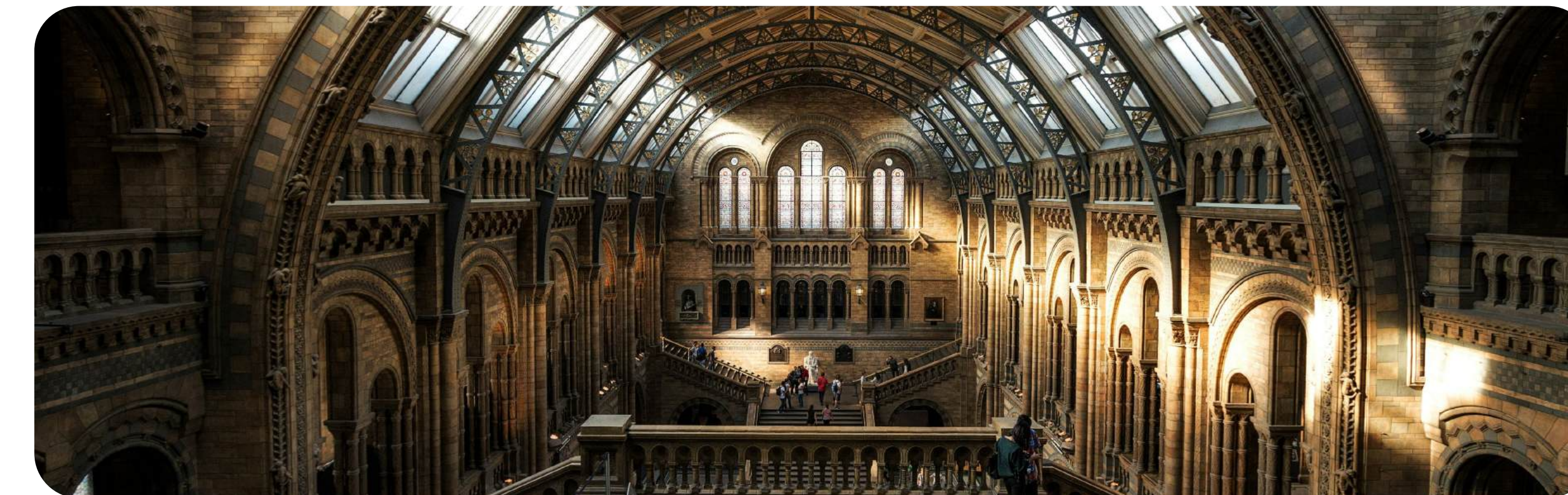
18

notifadz
BY ADRENALEAD

www.notifadz.com · 8 min

NEW YORK AT 50% OFF!

Today only — get 50% off entry to New York museums! Come with family or friends and (re)discover our cultural heritage.



GET THE TICKETS

International Museum Day

Explore more from us:

Marketing Templates

Case studies

Our blog

June 2026

- CSR Impact
- USA
- UK
- Both

2026 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
 all June Pride Month 1	2	3	4	 World Environment Day 5	6	7
8	9	10	until July 19 FIFA Men's World Cup 11	12	13	14 Children's Day American Flag Day
15	16	17	18	19 Juneteeth	20	21 Father's Day Summer Music Day
22	23	24	25	26	27	28
 until July 12 Wimbledon 29	30 Olympic Day	1	2	3	4	5

June 2026

Web Push Notification campaigns



5

notifadz
BY ADRENALEAD

www.notifadz.com · 8 min

THE FUTURE IS NOW 🌱

Did you know that 50% of our partners are committed to our CSR program #IMPACTBYADRENALEAD 🌍



I'M COMMITTED TOO



World Environment Day



29

notifadz
BY ADRENALEAD

www.notifadz.com · 8 min

GET READY FOR WIMBLEDON TOURNAMENT 🎾

This week only — get 20% off our entire tennis range... It's the perfect time for players of all ages to gear up!



SHOP NOW

Wimbledon

Explore more from us:

Marketing Templates

Case studies

Our blog

Adrenalalead
www.adrenalalead.com

July 2026

- CSR Impact
- USA
- UK
- Both

2026 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	1 to be determined 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 Nelson Mandela International Day	19
20	21	22	23	24	25	26
27	28	29	30  International Day of Friendship	31	1	2



3

notifadz
BY ADRENALEAD

www.notifadz.com · 8 min

THE SUSTAINABLE ALTERNATIVE

Discover our collection of stylish, eco-friendly reusable cloth bags.



GOODBYE PLASTIC!



International Plastic Bag Free Day



30

notifadz
BY ADRENALEAD

www.notifadz.com · 8 min

JOIN OUR FRIENDSHIP DAY CHALLENGE!

Share a photo with your best friend and stand a chance to win exciting prizes!



I TAKE THE CHALLENGE!



International Day of Friendship

August 2026

- CSR Impact
- USA
- UK
- Both

2026 ecommerce calendar

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



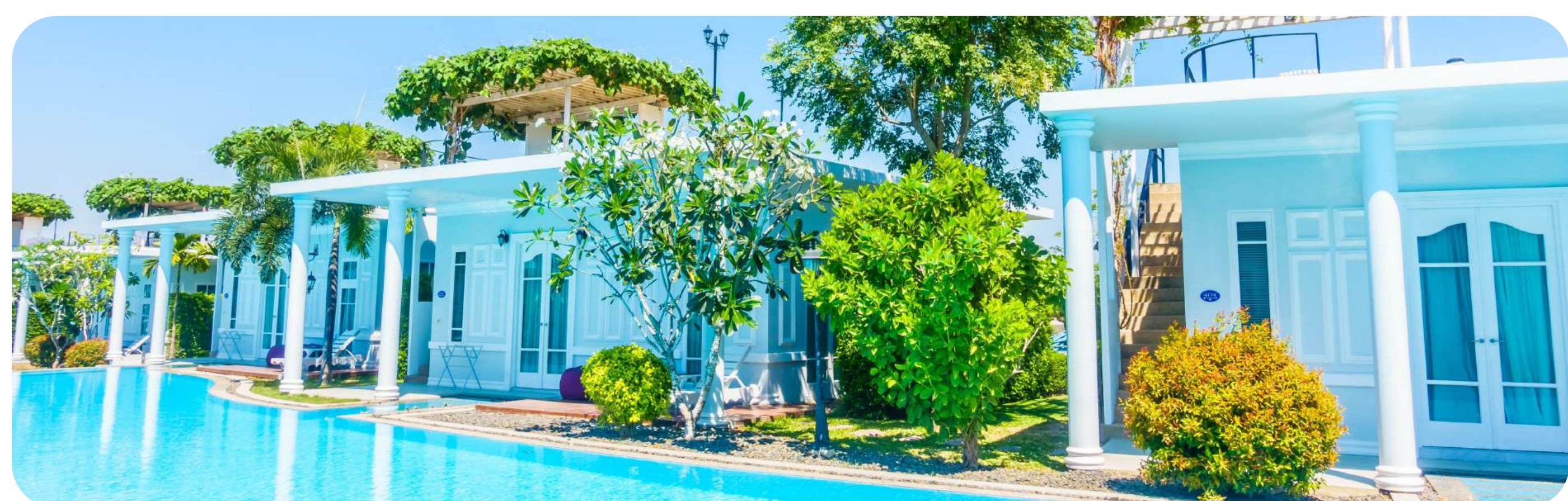
15

notifadz

www.notifadz.com · 8 min

ENJOY THE ASSUMPTION LONG WEEKEND! 🌞

Beaches, mountains, and much more await you! Discover our top destinations!



I'M PACKING MY BAGS



Assumption of Mary



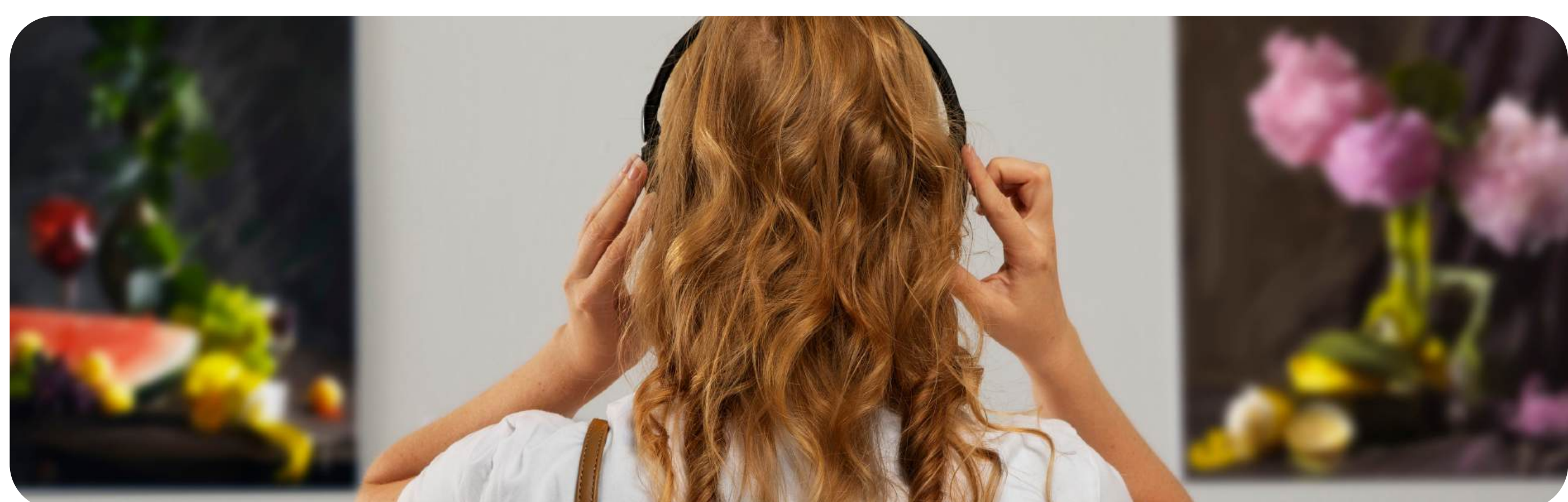
19

notifadz

www.notifadz.com · 8 min

VIRTUAL PHOTOGRAPHY EXHIBITION 📷

Don't miss our virtual exhibition to discover works by leading and rising photographers!



BOOK YOUR VISIT

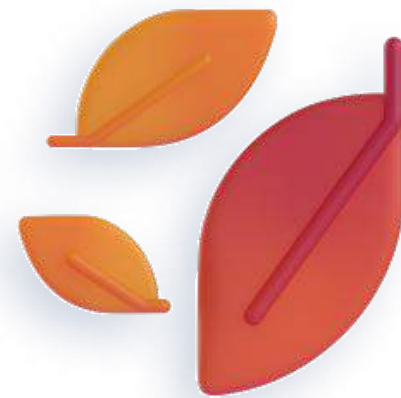


World Photography Day

September 2026

CSR Impact USA UK Both

2026 ecommerce calendar

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



12

notifadz

www.notifadz.com · 8 min

BE A HERO FOR A DAY 🚑

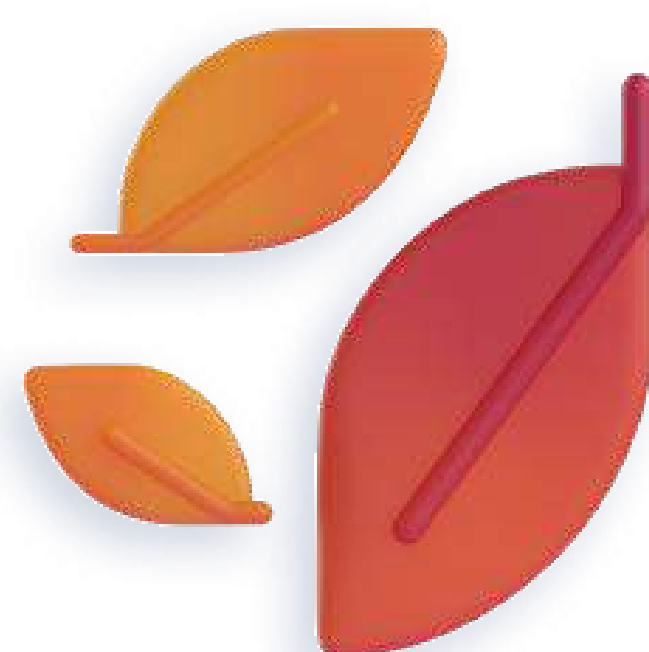
It's World First Aid Day — take a few minutes to learn life-saving skills. Every action counts!



LEARN FIRST AID



World First Aid Day



23

notifadz

www.notifadz.com · 8 min

-50% OFF FOR 24H ONLY! 🍂

Fall flash sales! The best deals of the season are here! You have 24 hours!



I LOVE IT

Fall

October 2026

- CSR Impact
- USA
- UK
- Both

2026 ecommerce calendar

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



4

notifadz

www.notifadz.com · 8 min

FOR EVERY PURR, THERE'S A SURPRISE 🐾

Up to -25% off all toys to celebrate your lovely buddies. They deserve it, don't they?



SPECIAL OFFERS



World Animal Day



31

notifadz

www.notifadz.com · 8 min

TRICK OR TREAT! MAGIC IS ALMOST OVER! 🎃

Special offer: 1 bought = 1 free on our Halloween selection! Only a few hours left to benefit!



DOUBLE YOUR PURCHASE HERE

Halloween

November 2026

- CSR Impact
- USA
- UK
- Both

2026 ecommerce calendar

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



13

notifadz

www.notifadz.com · 8 min

SEND A KINDNESS CARD 🥰

Create an e-card for someone who deserves a dose of kindness today!



CREATE MY CARD



World Kindness Day



27

notifadz

www.notifadz.com · 8 min

BLACK FRIDAY FLASH SALES! 🏷️

Every hour, a new incredible offer! Stay tuned for the best discounts!



I LOOK OUT FOR OFFERS

Black Friday

December 2026

CSR Impact USA UK Both

2026 ecommerce calendar

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



14

notifadz
BY ADRENALEAD

www.notifadz.com · 8 min

FREE SHIPPING ON ALL YOUR FOOD FAVORITES!

Get your groceries or meals delivered to your door with no shipping costs, but only for today!



[START YOUR ORDER](#)

National Free Shipping Day



24

notifadz
BY ADRENALEAD

www.notifadz.com · 8 min

GET READY FOR JINGLE BELLS 🎄

Benefit from 40% off our range of Christmas decorations and festive accessories. Offers valid until December 24!



[I'M INTERESTED](#)

Christmas Eve

Dates to remember

#ImpactByAdrenalead

January 2026

24



International Day of Education

February 2026

1



February Black History Month

4



World Cancer Day

10



Safer Internet Day

March 2026

1



World Compliment Day

8



International Women's Day

21



Digital Cleanup Day

April 2026

7



World Health Day

22



Earth Day



May 2026

28



World Hunger Day

31



No Tobacco Day

June 2026

1



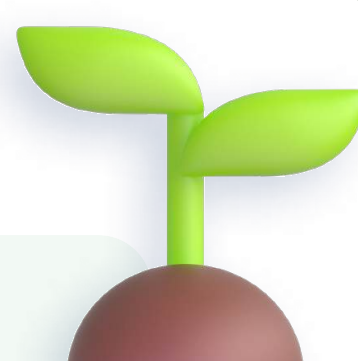
Pride Month



5



World Environment Day



July 2026

3



International Plastic Bag Free Day

30



International Day of Friendship



August 2026

12

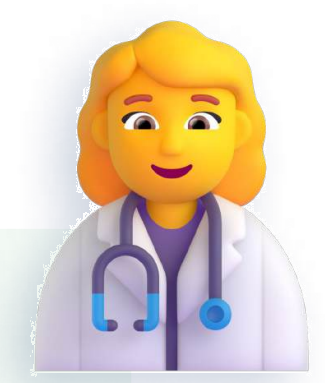


International Youth Day

Dates to remember #ImpactByAdrenalead

September 2026

12

 World First Aid Day 

18

 International Equal Pay Day

20

 World Cleanup Day

21

 International Day of Peace

27

 World Tourism Day

October 2026

1

 *all October* Pink October 

4

 World Animal Day 

10

 World Mental Health

November 2026

1

 *all November* Movember

9

 Worl Adoption Day

13

 Worl Kindness Day 

20

 World Children's Day

December 2026

3

 International Day of Persons with Disabilities

8

 World Climate Day

10

 Human Rights Day



The *#PushTeam* cares about:

The environment



Social policy



Solidarity activities



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.

[More information](#)