

The Annual  
*Culture-  
Forward*<sup>TM</sup>  
Calendar

20  
24

presented by

**spero studio**



# The numbers don't lie. We are the pulse of the culture.

In 2020, we launched our groundbreaking Black Culture Calendar, highlighting the immense influence and \$1.2 trillion buying power of Black Americans as reported by Nielsen. Since then, our journey has expanded to encompass the rich diversity of all communities of color in America.

## Here's what we've discovered:

- As of 2023, the combined economic power of Black Americans, Hispanic Americans, AAPI, and Native Americans has surged to over \$4.5 trillion within the U.S. economy.
- This, coupled with the \$1.5 trillion influence of the LGBTQ+ community, underscores the pivotal role these groups play in shaping our economic landscape, even as they continue to be underserved.
- Recent Census data reveals a more diverse America than ever before. Black Americans, Hispanic Americans, AAPI, and Native Americans now make up over 42% of the U.S. population. The term "People of the Global Majority" is gaining traction, reflecting this shift and moving beyond previous labels like POC, BIPOC, and BBIWOC.

In this evolving landscape, brands are recognizing that consumers seek authenticity and values-driven engagement, not just superficial diversity. The question remains: how can brands engage in meaningful dialogue with these dynamic audiences, beyond gimmicks like fast-food rap battles?



Enter the 2024 Culture-Forward™ Calendar. Now in its fourth edition, it continues to showcase the significant contributions of these vibrant communities. The Culture-Forward™ Calendar is an indispensable tool for brands, featuring:

- Key Dates for Black, Hispanic, AAPI, Native Americans, and the LGBTQ+ Community.
- Landmark Dates in Music, Film, and Sports.
- Scheduled Release Dates for Major Entertainment Projects.
- Independence Days of Nations across Africa, the Caribbean, Latin America, and Asia.
- Major Civil Rights Anniversaries.
- National Holidays.
- A comprehensive schedule of 2024 political events, including caucuses, primaries, and election days.

This calendar is your gateway to connect with consumers in a respectful and informed manner, offering a blend of historical significance and current relevance.

Available in both print and digital formats, it is perfect for social media management, event planning, campaign execution, product launches, and all your culture-forward™ marketing initiatives.

We trust that the 2024 Culture-Forward™ Calendar will be a vital resource in fostering genuine interactions between brands and consumers, bridging culture with corporate strategy in these pivotal times.



**Jenelle S. Coy**  
Founder & Chief Executive Officer

**Cameron Trimble**  
Partner & Head of Strategic Initiatives

**Matthew Snyder**  
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**W. Cyrus Garrett**  
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# January

As we embrace the New Year, January is a time of renewal and reflection, marked by Martin Luther King Jr. Day, where we honor his legacy of justice and equality, while also gearing up for the primary election season beginning this month.

SUN	MON	TUE	WED	THU	FRI	SAT
	<p><b>1</b></p> <p>New Year's Day</p> <p>President Lincoln issued the Emancipation Proclamation.</p> <p>Independence Day - Haiti</p>	<p><b>2</b></p>	<p><b>3</b></p> <p>Mazie Hirono becomes the U.S. Senator of Hawaii by Vice President Biden. She is the first elected female senator from Hawaii and the first Asian-American woman elected to the Senate.</p> <p>Alexandria Ocasio-Cortez assumes office at age 29, making her the youngest woman to ever serve in the U.S. Congress.</p> <p>Kamala Harris is sworn in as the first woman and first woman of color vice president of the United States.</p> <p>International Mind-Body Wellness Day</p> <p> Janet Jackson</p>	<p><b>4</b></p> <p>Martin Luther King Jr. Day</p> <p>National Day of Racial Healing</p> <p>Kamala Harris is sworn in as the first woman and first woman of color vice president of the United States.</p>	<p><b>5</b></p> <p>Kappa Alpha Psi Fraternity est. 1911</p> <p>National Screenwriters Day</p> <p>Kamala Harris is sworn in as the first woman and first woman of color vice president of the United States.</p>	<p><b>6</b></p> <p>Bubble Bath Day</p>
<p> Zora Neale Hurston</p> <p><b>7</b></p>	<p><b>8</b></p>	<p><b>9</b></p> <p>Phi Beta Sigma Fraternity est. 1914</p> <p> Sean Paul</p>	<p><b>10</b></p>	<p><b>11</b></p> <p>Human Trafficking Awareness Day</p> <p> Mary J. Blige</p>	<p><b>12</b></p> <p>National Hot Tea Day</p> <p> Issa Rae</p>	<p><b>13</b></p> <p>Delta Sigma Theta Sorority est. 1913</p> <p> Michael Peña</p>
<p> LL Cool J</p> <p><b>14</b></p>	<p><b>15</b></p> <p>Alpha Kappa Alpha Sorority est. 1908</p> <p>Civil Rights Day</p> <p>Iowa Republican presidential caucus</p> <p> Martin Luther King Jr.</p> <p> Regina King</p>	<p><b>16</b></p> <p>Martin Luther King Jr. Day</p> <p>National Day of Racial Healing</p> <p>Zeta Phi Beta Sorority est. 1920</p> <p> Sade</p>	<p><b>17</b></p> <p> Michelle Obama</p>	<p><b>18</b></p> <p>Sundance Film Festival</p>	<p><b>19</b></p>	<p><b>20</b></p> <p>Kamala Harris is sworn in as the first woman and first woman of color vice president of the United States.</p> <p>Take A Walk Outdoors Day</p>
<p><b>21</b></p>	<p><b>22</b></p> <p>Lunar New Year (China)</p> <p>The Supreme Court issued its landmark 7-2 decision in Roe v. Wade, protecting a woman's constitutional right to choose.</p>	<p><b>23</b></p> <p>Maternal Health Awareness Day</p> <p>Oscars nominations are announced.</p> <p>New Hampshire presidential primary election</p>	<p><b>24</b></p> <p>International Day of Education</p> <p> Daveed Diggs (1982)</p> <p> Tatyana Ali (1979)</p>	<p><b>25</b></p>	<p><b>26</b></p> <p>National Green Juice Day</p> <p> Bessie Coleman</p>	<p><b>27</b></p> <p>International Holocaust Remembrance Day</p>
Sundance Film Festival						Southern States Women's Conference Jacksonville, FL
<p>Data Privacy Day</p> <p><b>28</b></p>	<p> Oprah Winfrey</p> <p><b>29</b></p>	<p><b>30</b></p>	<p><b>31</b></p> <p>Beyoncé wins six Grammys and makes history for receiving the most wins in one night out of any female artist.</p> <p> Jackie Robinson</p> <p> Kerry Washington</p>			
Sundance Film Festival						



International Creativity Month Third week: Hunt for Happiness Week • National Blood Donor Month • National Braille Literacy Month National Hobby Month • National Hot Tea Month • National Mentoring Month • National Slavery and Human Trafficking Prevention Month Thyroid Awareness Month • Cervical Health Awareness Month • National Blood Donor Month

# February

February is Black History Month and also Heart Month – we're celebrating the culture all month-long and reminding you to stay healthy. From music and fashion to Black-owned restaurants, this month we're making sure to support the community in all ways.

SUN	MON	TUE	WED	THU	FRI	SAT
				Janet Jackson's controversial 2004 Super Bowl Halftime Show featuring Justin Timberlake. <b>1</b>	Jennifer Lopez and Shakira headline the first all Latin Super Bowl Halftime show. Groundhog Day 🍷 Shakira <b>2</b>	Beyoncé performs at the 2013 Super Bowl Halftime Show, reuniting with Kelly and Michelle. National Wear Red Day (cardiovascular disease awareness) South Carolina Democratic presidential primary election 🍷 Daddy Yankee <b>3</b>
Facebook is founded by Mark Zuckerberg. <b>4</b> World Cancer Day 🍷 Rosa Parks 66th Annual Grammy Awards airs	<b>5</b>	National Chopstick Day Nevada Democratic presidential primary election 🍷 Bob Marley <b>6</b>	National Black HIV/AIDS Awareness Day 🍷 Chris Rock <b>7</b>	Outkast wins Album of the Year at the 2004 Grammy Awards for "Speakerboxxx/The Love Below," making them the first Hip-Hop act to win this award. Nevada Republican presidential and Virgin Island Republican presidential caucuses <b>8</b>	<b>9</b>	Lunar New Year (China) <b>10</b>
National Foundation Day (Japan) <b>11</b> National Inventor's Day 🍷 Brandy 🍷 Super Bowl LVIII 2024 - Las Vegas, NV	<b>12</b> 🍷 Gucci Mane	Dr. Dre presents his hip-hop Super Bowl Halftime Show featuring Snoop Dogg, Mary J. Blige, 50 Cent, Kendrick Lamar, and Eminem. <b>13</b> Fat Tuesday	Morehouse College est. 1867 <b>14</b> Valentine's Day National Organ Donor Day	🍷 Megan Thee Stallion <b>15</b>	"Black Panther" directed by Ryan Coogler debuts in theaters. The film grosses \$1.3 billion and is the first Academy Award win for a Marvel Cinematic Universe film. 🍷 Koffee - Jamaican singer and rapper <b>16</b>	National Random Acts of Kindness Day 🍷 Michael Jordan <b>17</b>
Independence Day - Gambia <b>18</b> 🍷 Toni Morrison	President's Day <b>19</b> 2023 NBA All-Star Game - Salt Lake City, UT	Mardi Gras <b>20</b> National Leadership Day 🍷 Rihanna	<b>21</b>	<b>22</b>	<b>23</b>	Jordan Peele's horror film "Get Out" premieres in theaters. <b>24</b> South Carolina Republican presidential primary election
TLC releases their first single, "Ain't 2 Proud 2 Beg," which hits the Top 10 on the Hot 100 and R&B charts. <b>25</b>	In a historic TV moment, Oscar announcers incorrectly award La La Land with the Oscar for Best Picture. It was soon declared that the real winner was Moonlight (Barry Jenkins), the first LGBTQ film to win Best Picture at the Academy Awards. <b>26</b> NASA renames its DC headquarters, Mary W. Jackson NASA Headquarters, after NASA's first Black woman engineer, Mary W. Jackson. National Set A Good Example Day 🍷 Erykah Badu	Jamie Foxx wins an Oscar for Best Actor for his film Ray. <b>27</b> Independence Day - Dominican Republic Michigan Democratic presidential primary election	HIV Is Not A Crime Awareness Day <b>28</b>	<b>29</b>		
Santo Domingo Carnival - Dominican Republic						



Black History Month • Week after Valentine's Day: Aromantic Spectrum Awareness Week • OPTIMIST DAY | First Thursday in February • American Heart Month • National Cancer Prevention Month • 7-14th-Congenital Heart Defect Awareness Week

# March

We've made it to spring and it's time to refresh and recalibrate your year. March heralds Women's History Month and the excitement of the NCAA basketball tournaments, a perfect opportunity to celebrate women's achievements across all fields while enjoying the spirit of college sports.



SUN	MON	TUE	WED	THU	FRI	SAT
					National Employee Appreciation Day <b>1</b>	Howard University est. 1867 <b>2</b> Caucuses: Idaho Republican and Missouri Republican
National Anthem Day <b>3</b> DC Republican presidential primary	North Dakota Republican presidential caucuses <b>4</b>	Super Tuesday-states holding elections: AL, AK Republican presidential primary, American Samoa Democratic presidential caucuses, AR, CA, CO, IA Democratic presidential preference, ME, MA, MN, NC, OK, TN, TX, UT Democratic presidential primary and Republican presidential caucuses, VT and VA <b>5</b>	Independence Day - Ghana <b>6</b> Employee Appreciation Day	Def Comedy Jam first episode aired <b>7</b>	International Women's Day <b>8</b>	National Barbie Day <b>9</b> World Kidney Day
Start of Ramadan <b>10</b> National Women and Girls HIV/AIDS Awareness Day 🍰 Harriett Tubman 🍰 Bad Bunny 96th Academy Awards airs	The Supremes receive a star on the Hollywood Walk of Fame. National Napping Day <b>11</b>	Primaries: Democrats Abroad presidential primary, Georgia, Hawaii Republican presidential caucuses, Mississippi, Northern Mariana Islands Democratic primary & Washington <b>12</b> 🍰 Tammy Duckworth - U.S. Senator who makes history as the first Thai American woman elected to Congress and the first woman with a disability elected to Congress.	Primaries: <b>13</b>	Beyoncé makes history by breaking the all-time record of most Grammy wins ever by a female artist when she achieves her 28th Grammy Award. <b>14</b> World Kidney Day 🍰 Simone Biles	Kendrick Lamar releases his third studio album To Pimp A Butterfly, debuting at #1. <b>15</b>	National Freedom of Information Day <b>16</b> 🍰 Jhené Aiko
SXSW Festival - Austin, Texas						
St. Patrick's Day <b>17</b> World Sleep Day	<b>18</b>	National Certified Nurses Day <b>19</b> Primaries: Arizona, Florida, Illinois, Kansas and Ohio First Day of Spring	National Native HIV/AIDS Awareness Day <b>20</b>	The film Selena starring Jennifer Lopez debuts in theaters. <b>21</b> Debi Thomas becomes the first African American woman to win the World Figure Skating Championship.	World Water Day <b>22</b>	Louisiana presidential primary election, Missouri Democratic presidential primary election <b>23</b>
National Cherry Blossom Festival - Washington, D.C.						
Halle Berry becomes the first African American woman to win a Best Actress Oscar for the 2001 film "Monster's Ball", produced by acclaimed filmmaker, Lee Daniels. <b>24</b> Swizz Beatz and Timberland compete in the first Verzuz battle.	<b>25</b>	Epilepsy Awareness Day <b>26</b> American Diabetes Alert Day 🍰 Ari Lennox 🍰 Diana Ross 🍰 Elaine L. Chao - First Asian Pacific American woman to be appointed to a President's Cabinet in American History.	World Theatre Day <b>27</b> 🍰 Mariah Carey 🍰 Julia Alvarez	<b>28</b>	Ralph Lauren releases a nostalgic Morehouse and Spelman Colleges Collection. Morehouse and Spelman alumni, James Jeter and Dara Douglas, created this campaign to honor the legacy and history of their alma maters. This collection is Ralph Lauren's the first-ever collaboration with college institutions. <b>29</b>	National Doctors Day <b>30</b> Take A Walk In the Park Day
National Cherry Blossom Festival - Washington, D.C.						
International Transgender Day of Visibility <b>31</b> 🍰 Cesar Chavez						
National Cherry Blossom Festival - Washington, D.C.						



Bisexual Health Awareness Month • Multiple Sclerosis Education and Awareness Month • National Endometriosis Awareness Month • National Kidney Month  
National Nutrition Month • 10-16th-National Pulmonary Rehabilitation Week • March Madness 19th-April 8

# April

April brings Earth Day and the peak of primary election season, reminding us to care for our planet as we shape our nation's future, and to stay engaged in the democratic process.

SUN	MON	TUE	WED	THU	FRI	SAT
	<p>Google launches Gmail. <b>1</b></p> <p>Hit African American sitcom, <i>Sister, Sister</i> makes it debut on ABC, starring identical twins Tia and Tamera Mowry. (1994)</p> <p>April Fools' Day</p> <p>White House Easter Egg Roll</p>	<p>World Autism Awareness Day <b>2</b></p> <p>Primaries: Arkansas (non-presidential primary runoff), Connecticut, Delaware, Mississippi (non-presidential primary runoff), New York, Rhode Island and Wisconsin.</p>	<p>Bad Bunny is the first winner of the "Best Música Urbana Album" at the 2022 Grammys. <b>3</b></p> <p>Kanye matched Jay-Z for the most Grammy awards won by a rapper, each with 24 Grammys.</p> <p>National Walking Day</p> <p>National Film Score Day</p>	<p>Microsoft is founded. <b>4</b></p> <p>National Vitamin C Day</p> <p> Maya Angelou</p>	<p> Pharrell <b>5</b></p> <p>Independence Day - Senegal</p>	<p><b>6</b></p> <p>Cardi B's debut album <i>Invasion of Privacy</i> is released. It becomes the first female rap album to win Best Rap Album at the 2019 Grammys and the first album in history to have every song certified Platinum or higher by the RIAA.</p> <p>Primaries: Alaska Democratic presidential primary (party-run), Hawaii Democratic presidential primary (party-run) and North Dakota Democratic presidential primary</p>
National Cherry Blossom Festival - Washington, D.C.						
<p>Ketanjil Brown Jackson is confirmed to serve as the first Black woman on the U.S. Supreme Court. <b>7</b></p> <p>Opening of the National Museum of Women in the Arts in Washington, D.C., the first museum devoted to women artists.</p> <p>World Health Day</p> <p> Billie Holiday</p>	<p>Ellen Ochoa becomes the first Hispanic female astronaut to go to space. <b>8</b></p>	<p><b>9</b></p> <p> Lil Nas X</p>	<p>National Youth HIV/AIDS Awareness Day <b>10</b></p>	<p>Spelman College est. 1881 <b>11</b></p> <p> Summer Walker</p>	<p><b>12</b></p>	<p>Jennifer Lopez is named <i>People</i> magazine's Most Beautiful Person of 2011. <b>13</b></p> <p>Wyoming Democratic presidential caucuses</p>
National Cherry Blossom Festival - Washington, D.C.						
<p>At 21 years old, Tiger Woods makes history as the youngest golfer to win the Masters Tournament (1997). <b>14</b></p>	<p>Mary J. Blige's single, "Be Without You" remains #1 on the R&amp;B chart for 15 weeks, breaking Mariah Carey's record of 14 weeks. <b>15</b></p> <p>A virtual Tupac Shakur performs at the 2012 Coachella festival.</p> <p>Tax Day</p>	<p> Selena <b>16</b></p> <p>Alabama non-presidential primary runoff</p>	<p>J Balvin is announced as a headliner at the 2019 Lollapalooza festival, making him the first Latino to achieve this. <b>17</b></p>	<p>National Transgender HIV Testing <b>18</b></p> <p>National Exercise Day</p>	<p>Prince hits #1 in the U.S. with "Kiss." <b>19</b></p> <p> Ali Wong - Comedian</p>	<p>Ashanti hits #1 on the Hot 100 for her single "Foolish." <b>20</b></p> <p>Volunteer Recognition Day</p>
National Cherry Blossom Festival						
<p>Nicki Minaj goes to #1 in the U.S. with <i>Pink Friday: Roman Reloaded</i> - becoming the first female rapper with a #1 album since Eve in 1999. <b>21</b></p> <p>Nonbinary Parents Day</p> <p>Puerto Rico Republican presidential primary election</p>	<p>The Supreme Court issued its landmark 7-2 decision in <i>Roe v. Wade</i>, protecting a woman's constitutional right to choose. <b>22</b></p> <p>Earth Day</p>	<p>Pennsylvania primary election <b>23</b></p> <p> George Lopez</p> <p> Dev Patel (Actor)</p>	<p><b>24</b></p>	<p><b>25</b></p>	<p>Lesbian Visibility Day <b>26</b></p> <p> Bessie Coleman</p>	<p>Freedom Day - South Africa <b>27</b></p> <p>National First Ladies Day</p> <p>National Tell A Story Day</p>
<p>Puerto Rico Democratic presidential primary election <b>28</b></p> <p>Workers' Memorial Day</p>	<p><b>29</b></p>	<p><b>30</b></p>	<p><b>31</b></p>			



Diversity Month • National Autism Awareness Month • National Donate Life Month • National Minority Health Month • Stress Awareness Month • 11-17th-Black Maternal Health Week • 21-27th-World Immunization Week

# May

In May, we celebrate Asian American and Pacific Islander Heritage Month and Mother's Day, honoring the rich heritage and profound influence of Asian and Pacific cultures, and the nurturing role of mothers in our lives.

SUN	MON	TUE	WED	THU	FRI	SAT
			Global Love Day <b>1</b>	The Rock <b>2</b>	World Press Freedom Day <b>3</b>	Kentucky Derby <b>4</b>
	Tatyana Ali (1979)				Shaky Knees Music Festival	
Cinco de Mayo <b>5</b> International Family Equality Day Teacher Appreciation Day African World Heritage Day	National Nurses Day <b>6</b> Met Gala	Japanese tech giant Sony is founded by Masaru Ibuka and Akio Morita. Indiana Primary Election J Balvin <b>7</b>	World Red Cross Day <b>8</b> World Ovarian Cancer Day National Women's Checkup Day	In an interview with ABC, Obama becomes the first sitting U.S. president to publicly support same-sex marriage. Drake earns his first #1 record as a lead artist with "One Dance." Rosario Dawson Kiyoshi Kuromiya - Japanese American activist for civil rights and gay liberation. <b>9</b>	Nelson Mandela becomes South Africa's first Black president. World Lupus Day <b>10</b>	Mary J. Blige <b>11</b>
International Nurses Day <b>12</b> Mother's Day	Karine Jean-Pierre is appointed as White House Press Secretary, making history as the first Black person and openly LGBTQ+ person to serve in this role. Kendrick Lamar releases his highly anticipated fifth album, Mr. Morale & the Big Steppers. It is his first album in 5 years. National Women's Checkup Day Stevie Wonder <b>13</b>	Primaries: Maryland, Nebraska and West Virginia <b>14</b>	<b>15</b>	Honor LGBTQ Elders Day <b>16</b> Janet Jackson	Malcolm X Day <b>17</b> International Day Against Homophobia, Transphobia, and Biphobia	<b>18</b>
National Asian & Pacific Islander HIV/AIDS Awareness Day <b>19</b> Malcolm X	National Streaming Day <b>20</b>	World Day for Cultural Diversity <b>21</b> The Notorious B.I.G. Primaries: Georgia, Idaho, Kentucky, Oregon	Naomi Campbell <b>22</b>	Idaho Democratic presidential caucuses <b>23</b>	Pansexual and Panromantic Awareness and Visibility Day <b>24</b>	National Wine Day <b>25</b>
Lauryn Hill <b>26</b>	Memorial Day <b>27</b>	"Despacito" by Luis Fonsi and Daddy Yankee featuring Justin Bieber tops the Hot 100, becoming the first #1 on the chart sung mostly in Spanish since "Macarena" in 1996. Texas non-presidential primary runoff <b>28</b>	International Day of UN Peacekeepers <b>29</b> Laverne Cox	South Korean thriller, Parasite, is released worldwide, earning numerous accolades. (2019) The film wins four awards at the 92nd Academy Awards and is the first non-English language film to win the Academy Award for Best Picture. Director Bong Joon-ho becomes the second Asian filmmaker to receive an Academy Award for Best Director. Antoine Fuqua <b>30</b>	Michael Jackson becomes the first artist with Top 10 hits in five consecutive decades on the Hot 100. <b>31</b>	



Mental Health Awareness Month • Lupus Awareness Month • National Asthma & Allergy Awareness Month • National High Blood Pressure Education Month  
12-18th-National Women's Health Week



# June

June is LGBTQ+ Pride Month and the traditional end of the primary season, a time to champion equality and diversity while reflecting on the political landscape as it shapes up for the general election.

SUN	MON	TUE	WED	THU	FRI	SAT
						1
<p>South Korean band BTS becomes the first K-pop band to top the U.S. albums chart when Love Yourself: Tear debuts at #1.</p> <p>American Indian Citizenship Day</p> <p>National Cancer Survivor's Day</p>	<p>Forbes declares Jay-Z a billionaire, making him the first rapper to achieve this.</p> <p> Curtis Mayfield</p>	<p>Primaries: DC, Iowa, Montana, New Jersey, New Mexico and South Dakota</p>	5	<p>National Gardening Exercise Day</p>	<p>World Caring Day</p>	<p>Family Health and Fitness Day</p> <p> Kanye West</p> <p>US Virgin Islands and Guam Democratic presidential caucuses</p>
<p> Zora Neale Hurston</p>	<p>Equal Pay Act - Prohibits gender-based wage discrimination.</p>	<p>National Call Your Doctor Day</p> <p>Non-presidential primaries: Maine, Nevada, North Dakota and South Carolina</p>	<p>Pulse Remembrance</p> <p>Philippines Independence Day</p>	13	14	<p>Santana's hit album Supernatural is released. At the 2000 Grammys, the album wins nine awards including the Album of the Year, making Carlos the first Hispanic artist to win it.</p> <p>Jay-Z becomes the first rapper inducted into the Songwriters Hall of Fame.</p>
<p> Tupac Shakur</p> <p>Father's Day</p>	<p>National Eat Your Veggies Day</p>	<p>Non-presidential primaries: Georgia (runoff), Oklahoma and Virginia</p>	<p>Dominican author Elizabeth Acevedo becomes the first writer of color to win the Carnegie Medal for the novel, The Poet X.</p> <p>Juneteenth</p> <p>World Sickle Cell Day</p>	<p>World Refugee Day</p> <p>First Day of Summer</p>	<p>National Indigenous Peoples Day</p> <p>International Day of Yoga</p>	22
<p>International Women in Engineering Day</p> <p>United Nations Public Service Day</p>	24	<p>Flagmaker Gilbert Baker creates the Rainbow Flag; it would become a universal symbol for the LGBTQ community.</p> <p>Non-presidential primaries: Colorado, New York, South Carolina (runoff) and Utah</p>	<p>The U.S. Supreme Court rules that same-sex marriage is legal.</p>	<p>National HIV Testing Day</p>	<p>The first Pride parade is held in New York City.</p> <p>Stonewall Day</p>	<p>Apple's new device, the iPhone, is released, integrating music into a phone for the first time</p>
<p>Queer Youth of Faith Day</p> <p>Social Media Day</p> <p> Lena Home</p>	30					

June: LGBTQ Pride Month • African American Music Appreciation Month • LGBT Pride Month • National Indigenous History Month • National Caribbean-American Heritage Month • National Homeownership Month • National Soul Food Month • National Fresh Fruit and Vegetables Month • National PTSD Awareness Month • Alzheimer's and Brain Awareness Month • PTSD Awareness Month • National Migraine and Headache Awareness Month • 10-16th-Men's Health Week



# July

July's Independence Day celebrations are accompanied by heightened political campaign activities, as we bask in the height of summer and the spirit of American freedom and democracy.

SUN	MON	TUE	WED	THU	FRI	SAT
	<p>Independence Day of Somalia International Reggae Day</p> <p><b>1</b></p>	<p>Michael Jackson makes history as the first artist to score 5 consecutive #1 singles from the same album, <i>BAD</i> (1988). 👑 Thurgood Marshall</p> <p><b>2</b></p>	<p>Let Me Explain Kevin Hart Comedy Special released National Crown Day</p> <p><b>3</b></p>	<p>Independence Day (US)</p> <p><b>4</b></p>	<p>Independence Day of Venezuela</p> <p><b>5</b></p>	<p>Cardi B's debut album <i>Invasion of Privacy</i> is released. It becomes the first female rap album to win Best Rap Album at the 2019 Grammys and the first album in history to have every song certified Platinum or higher by the RIAA. 👑 Tia &amp; Tamera Mowry</p> <p><b>6</b></p>
				Essence Fest		
<p>Opening of the National Museum of Women in the Arts in Washington, D.C., the first museum devoted to women artists. World Health Day 👑 Michelle Kwan</p> <p><b>7</b></p>	<p>TLC starts a seven-week run at the top of the Billboard Hot 100 with "Waterfalls." 👑 Lil Nas X</p> <p><b>8</b></p>	<p>Independence Day of Argentina</p> <p><b>9</b></p>	<p>Independence Day of Bahamas Naomi Osaka wins the 2021 ESPY Award for Best Female Athlete. Shazam for iPhone debuts on July 10, 2008, with the launch of Apple's App Store. 👑 Sofia Vergara</p> <p><b>10</b></p>	<p>👑 Lil' Kim</p> <p><b>11</b></p>		
	<p>The Real premieres on TV starring Adrienne Bailon as a cohost. She is the first Latina host of a daytime talk show in the U.S. Social Media Giving Day 👑 Jesse Ventura</p> <p><b>14</b></p>		<p>World Emoji Day</p> <p><b>16</b></p>	<p>World Emoji Day The first Lollapalooza festival is held in Phoenix, Arizona. 👑 Priyanka Chopra</p> <p><b>17</b></p>		<p>Independence Day - Colombia</p> <p><b>20</b></p>
			<p>International Self-Care Day</p> <p><b>24</b></p>		<p>Beyoncé makes her film debut <i>Foxy Cleopatra</i> in <i>Austin Powers in Goldmember</i>. 👑 Alex Rodriguez</p> <p><b>26</b></p>	<p>National Black Women's Equal Pay Day</p> <p><b>27</b></p>
<p>Independence Day - Peru National Parents' Day</p> <p><b>28</b></p>		<p>South Dakota non-presidential primary runoff</p> <p><b>30</b></p>				



Week of July 14: Nonbinary Awareness Week, culminates in International Nonbinary People's Day on July 14 • National Minority Mental Health Awareness Month • UV Safety Month • Healthy Vision Month

# August

August shines a spotlight on the Democratic National Convention, a key event in shaping the political landscape for the upcoming election, while we also focus on back-to-school preparations and National Wellness Month, promoting health and self-care in these politically vibrant times.

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Tennessee non-presidential primary election	2 National Coloring Book Day 👤 James Baldwin 👤 Isabel Allende	3
4 Forbes declares Rihanna the wealthiest female musician in the world, with a fortune of \$1.7 billion. Super Fly debuts in theaters, accompanied with a hit soundtrack by Curtis Mayfield.	5	6 Hamilton, the hip hop inspired musical by Lin-Manuel Miranda, opens on Broadway. At the 2016 Tony Awards, Hamilton receives 11 Tonys. Non-presidential primaries: Arizona, Kansas, Michigan, Missouri and Washington Independence Day of Jamaica Independence Day - Bolivia	7 Purple Heart Day	8 Sonia Sotomayor is sworn in as the first Hispanic Supreme Court justice and third woman to serve on the court.	9 International Day of the World's Indigenous Peoples	10 Independence Day - Ecuador
11 Hawaii non-presidential primary election 👤 Viola Davis	12 Maya Angelou's poetry collection, And Still I Rise, is published.	13 Non-presidential primaries: Connecticut, Minnesota, Vermont and Wisconsin	14 👤 Halle Berry	15 Independence Day of India National Liberation Day of Korea National Relaxation Day	16 👤 Angela Bassett	17 Marcus Garvey Day National Non-Profit Day Soul Train first aired
18	19 World Humanitarian Day	20 Non-presidential primaries: Alaska, Florida, and Wyoming	21	22	23	24 Jordan Peele's horror film "Get Out" premieres in theaters. 👤 Marsha P. Johnson
Democratic National Convention in Chicago						
25 Lauryn Hill's iconic album, The Miseducation of Lauryn Hill, is released. Hill becomes the first solo act to have her first album and first single debut at No. 1 on both the Billboard 200 and Hot 100 charts. At the 1999 Grammys, Hill wins five of 10 nominations, including Album of the Year, making her the first hip hop artist to win this award. Independence Day - Uruguay	26 Women's Equality Day 👤 Thalia 👤 Mother Teresa	27 Oklahoma non-presidential primary runoff	28 On the anniversary of the 1963 March on Washington, Rev. Al Sharpton and Martin Luther King III lead a march called, "Get Your Knee Off Our Necks" in reference to George Floyd's death.	29 Netflix is founded. As of 2022, the streaming service has amassed over 221.6 million subscribers.	30	31 🌐 Brandy and Monica break the record for the most-watched Verzuz battle at 1.2 million viewers. (2020) Independence Day - Trinidad & Tobago Independence Day - Malaysia 👤 Sara Elena Ramirez



Black Business Month • Black August • National Breastfeeding Month

# September

As the air cools in September, Hispanic Heritage Month begins, and election campaigns intensify, it's a time to embrace the rich diversity of Hispanic cultures and gear up for the final election push.

SUN	MON	TUE	WED	THU	FRI	SAT
<p> Gloria Estefan</p> <p><b>1</b></p>	<p><b>2</b></p>	<p><b>3</b></p>	<p><b>4</b></p> <p>The Democratic Party becomes the first major U.S. political party in history to support same-sex marriage on a national platform.</p> <p>West Indian Day Parade</p>	<p><b>5</b></p> <p>Apple releases the iPod Touch.</p> <p>Labor Day</p>	<p><b>6</b></p> <p>National Read a Book Day</p> <p> Idris Elba</p> <p> Rosie Perez</p>	<p><b>7</b></p> <p>Bubble Bath Day</p> <p>National Cinema Day</p>
<p>Travis Scott and McDonald's introduce the "Travis Scott Meal." This is the first meal named for a celebrity since the McJordan in 1992.</p> <p>National Grandparents Day</p> <p> Larenz Tate</p> <p>MTV Video Music Awards - New Jersey</p> <p><b>8</b></p>	<p><b>9</b></p>	<p><b>10</b></p> <p>Non-presidential primaries: Delaware, New Hampshire and Rhode Island</p>	<p><b>11</b></p> <p>Ethiopian New Year</p>	<p><b>12</b></p> <p>National Video Games Day</p>	<p><b>13</b></p> <p>Lil Mama crashes Jay-Z and Alicia Keys' performance of "Empire State of Mind" at the 2009 MTV Video Music Awards. (2009)</p> <p>Uncle Sam Day</p> <p>Positive Thinking Day</p>	<p><b>14</b></p> <p> Total Request Live (TRL) premieres on MTV. The show plays a countdown of the top 10 music videos requested by fans. (1998)</p>
<p>Brandy and Monica perform "The Boy Is Mine" live at the MTV Video Music Awards.</p> <p>(2007) At 17 years old, Soulja Boy becomes the youngest artist to write, produce and perform a #1 Hot 100 hit with "Crank That (Soulja Boy)." The previous record held the title since 1988.</p> <p>Hispanic Heritage Month begins</p> <p><b>15</b></p>	<p><b>16</b></p> <p>Alpha Kappa Alpha Sorority est. 1908</p> <p>Mexican Independence Day</p> <p> Marc Anthony</p>	<p><b>17</b></p>	<p><b>18</b></p> <p>National HIV/AIDS &amp; Aging Awareness Day</p>	<p><b>19</b></p> <p>RuPaul wins the Emmy for Outstanding Competition Series for the 4th year in a row, making him the most-awarded Black artist in Emmys history with 11 wins.</p> <p> Sanaa Lathan</p> <p>National Voter Registration Day</p>	<p><b>20</b></p>	<p><b>21</b></p> <p>International Day of Peace</p> <p> Billy Porter</p>
<p>At the 2019 Emmy Awards, Billy Porter becomes the first openly gay Black man to win the Emmy for Best Lead Actor in a Drama Series.</p> <p>American Business Women Day</p> <p>First Day of Fall</p> <p><b>22</b></p>	<p><b>23</b></p> <p>Modern Family premieres on ABC. This series becomes a hit and wins a total of 22 Emmy Awards.</p> <p> Hasan Minhaj</p>	<p><b>24</b></p>	<p><b>25</b></p> <p>National Women's Health and Fitness Day</p>	<p><b>26</b></p> <p> Serena Williams</p>	<p><b>27</b></p> <p>National Green Juice Day</p> <p>National Gay Men's HIV/AIDS Awareness Day</p>	<p><b>28</b></p>
<p><b>29</b></p>	<p><b>30</b></p> <p>(2016) Mary J. Blige hosts her new Apple Music show, "The 411," inviting Hillary Clinton as her first guest.</p>					



Week of September 23: Bisexual+ Awareness Week, culminates in Celebrate Bisexuality Day on September 23 • National Cholesterol Education Month  
 National Recovery Month • National Atrial Fibrillation Awareness Month • Ovarian Cancer Awareness Month • Polycystic Ovary Syndrome Awareness Month  
 8-14th-National Suicide Prevention Week

# October

October's crisp autumn days lead us into the final stretch of the election cycle, with National Disability Employment Awareness Month reminding us of the importance of inclusivity in all aspects of society.

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
				Tessa Thompson		
National Diversity Day 6	7	8 The world's first internal pacemaker was implanted in a 43 year old man named Arne Larsson. International Lesbian Day Bruno Mars	9 Insecure makes its debut on HBO Indigenous People's Day Jharrel Jerome	10 Malala Yousafzai wins The Nobel Peace Prize 2014 World Mental Health Day Independence Day - Cuba	11 Saturday Night Live premieres on NBC. National Coming Out Day	12
Ashanti Alexandria Ocasio-Cortez 13	14 The first National March on Washington for Lesbian and Gay Rights is held in Washington, D.C. Usher	15 National Latinx HIV/AIDS Awareness Day	16	16 Wyclef Jean	17	18
Adelaide Hall 20	21	22 Shaggy	23	23 Adrienne Bailon-Houghton	24	25
27	28 Gabrielle Union, Tracee Ellis Ross	29 Nia Long	30 Halloween	31		



LGBTQ History Month • AIDS Awareness Month • Breast Cancer Awareness Month • Global Diversity Awareness Month • National Disability Employment Awareness Month • Filipino American History Month • LGBT History Month • Healthy Lung Month National Breast Cancer Awareness Month • 6-12th-Mental Illness Awareness Week • 23-31st-Red Ribbon Week

# November

November is not just about Thanksgiving; it's a pivotal month with Election Day taking center stage, determining the course of our nation, alongside Native American Heritage Month, honoring the history and culture of indigenous peoples.

SUN	MON	TUE	WED	THU	FRI	SAT
					<p>Apple announces the launch of iTunes Latino within the U.S. iTunes Store, exclusively featuring Latin music, TV shows, podcasts and more.</p> <p>Día de los Muertos (Day of the Dead)</p> <p> Anthony Ramos</p>	<p> Jon M. Chu</p>
<p>President Barack Obama wins his second presidential term; he is one of 13 Presidents to serve twice.</p> <p>Independence Day of Panama</p>	<p>Over 150 LGBTQ candidates claimed victory at the 2018 Midterm Elections.</p>	<p>Election Day</p>	<p>President Barack Obama wins his second presidential term; he is one of 13 Presidents to serve twice.</p>			
<p>10</p>	<p>Veteran's Day</p>	<p>11</p>	<p>12</p> <p>YouTuber James Wright Chanel records his iconic review of Patti LaBelle's sweet potato pie. The video becomes a viral sensation and gains over 6.5 million viewers. It quickly caught Patti LaBelle's attention and James was invited as a guest on Patti LaBelle's Holiday Pies cooking show on the Food Network.</p>	<p>13</p> <p>Michelle Obama's memoir, <i>Becoming</i> is published. 15 days after its release, it set the record for the highest-selling book published in the U.S. in 2018. In 2020, the audiobook edition of <i>Becoming</i> would go on to win The Grammy Award for Best Spoken Word Album in 2020.</p> <p>2023: Andre 3000 of OutKast releases <i>New Blue Sun</i>, which is the first album in over 10 years.</p>	<p>14</p> <p>First episode of <i>The Bernie Mac Show</i> airs.</p>	<p>15</p> <p>Martha &amp; Snoop's Potluck Dinner Party premieres on VH1.</p>
<p>17</p>	<p>18</p>	<p>19</p>	<p>20</p>	<p>21</p>	<p>22</p> <p>Nicki Minaj's debut album, <i>Pink Friday</i> is released. The album is a success, becoming the second highest sales debut for a female rapper since Lauryn Hill.</p>	<p>23</p>
<p>24</p>	<p>25</p>	<p>26</p>	<p>27</p>	<p>Thanksgiving</p> <p>Native American Heritage Day</p> <p> Colman Domingo</p>	<p>28</p> <p> Chadwick Bozeman</p> <p>Rockefeller Center Christmas Tree Lighting</p> <p>Black Friday</p> <p>Michael Jackson's <i>Thriller</i> album is released.</p>	<p>29</p> <p>Independence Day of Barbados</p>
<p>31</p>						



National Diabetes Month • Adoption Awareness Month • American Diabetes Month • COPD Awareness Month National Family Caregivers Month

# December

December is a special time where people come together to celebrate their rich cultural traditions and history. This month, we are highlighting Kwanzaa, a holiday for African-Americans to honor their African roots.

SUN	MON	TUE	WED	THU	FRI	SAT
<b>1</b> Rosa Parks Day World AIDS Day	<b>2</b>	<b>3</b> Frederick Douglass publishes the first issue of The North Star, one of the leading abolitionist newspapers of the 19th century. Georgia runoff election	<b>4</b> 🎤 Jay-Z	<b>5</b> Mary McCleod Bethune creates the National Council of Negro Women	<b>6</b>	<b>7</b> Quinta Brunson's new series "Abbott Elementary" premieres on ABC. Louisiana runoff election
<b>8</b> Travis Scott and McDonald's introduce the "Travis Scott Meal." This is the first meal named for a celebrity since the McJordan in 1992. 🎤 Nicki Minaj	<b>9</b>	<b>10</b> Dr. Martin Luther King, Jr. receives the 1964 Nobel Peace Prize. World Human Rights Day	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
<b>15</b>	<b>16</b> Mariah Carey's single "All I Want for Christmas Is You" reaches #1 on the Billboard Hot 100 for the first time, 25 years after its release.	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b> Steve Harvey announces the wrong winner at the 2015 Miss Universe Pageant on NBC.	<b>21</b> First Day of Winter 🎤 Quinta Brunson 🎤 Steven Yeun ("The Walking Dead")
<b>22</b> 🎤 Madam C.J. Walker	<b>23</b>	<b>24</b> Christmas Eve	<b>25</b> 🌲 Christmas The Color Purple musical adaptation releases to movie theaters.	<b>26</b>	<b>27</b>	<b>28</b> 🎤 John Legend
<b>29</b> 🎤 LeBron James, Laila Ali	<b>30</b>	<b>31</b> New Year's Eve				







# Cheers!

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