

Here are our top 40 dates to help plan your NewZapp campaigns in 2018. Download the [interactive version here!](#)

Date	Day of the week	Event
January 1st	Monday	New Year's Day Dry January begins
January 25th	Thursday	Burns Night (Scotland)
February 13th	Tuesday	Shrove Tuesday, Pancake Day
February 14th	Wednesday	Valentine's Day
February 16th	Friday	Chinese New Year (year of the Rooster)
February 17th	Saturday	Random Act of Kindness Day
March 1st	Thursday	St. David's Day & World Book Day
March 11th	Sunday	Mother's Day
March 14th	Saturday	National No Smoking Day
March 17th	Friday	St. Patrick's Day (Bank Holiday in N. Ireland)
March 17th - 23rd	Saturday - Friday	Sport Relief Week
March 20th	Tuesday	First Day of Spring
March 25th	Sunday	Daylight Saving Time starts - Clocks go forward
March 30th	Friday	Good Friday (Bank Holiday)
April 1st	Sunday	Easter Sunday
April 1st	Sunday	April Fool's Day
April 2nd	Monday	Easter Monday (Bank Holiday except in Scotland)
April 23rd	Monday	St. George's Day
May 7th	Monday	Early May Bank Holiday
May 19th	Saturday	Prince Harry and Meghan Markle's Wedding
May 28th	Monday	Spring Bank Holiday
June 14th - July 15th	Thursday - Sunday	FIFA World Cup
June 17th	Sunday	Father's Day
June 21st	Thursday	First Day of Summer - Longest day
July 2nd - July 15th	Thursday - Sunday	Wimbledon Tennis Championships
August 6th	Monday	Summer Bank Holiday (Scotland only)
August 27th	Monday	Summer Bank Holiday (except in Scotland)
September 23rd	Sunday	First Day of Autumn
October 28th	Sunday	Daylight Saving Time ends - Clocks go back
October 31st	Wednesday	Halloween
November 5th	Monday	Bonfire Night
November 11th	Sunday	Remembrance Sunday
November 23rd	Friday	Black Friday
November 26th	Monday	Cyber Monday
November 30th	Thursday	St. Andrew's Day (Bank Holiday in Scotland)
December 21st	Friday	First Day of Winter - Shortest day
December 25th	Tuesday	Christmas Day
December 31st	Monday	New Year's Eve Hogmany (Scotland)