



Marketing to Education Calendar 2025-26

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September 2025

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Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 🧵 Childhood Cancer Awareness Month 🇬🇧 Back to School (England, Wales & N Ireland) 🎓 Start of new financial year for academy schools	2	3	4	5 🇬🇧 International Day of Charity	6	7
8 🇬🇧 International Literacy Day	9	10 🇬🇧 World Suicide Prevention Day	11	12 🇬🇧 Stand Up to Cancer Day	13	14
15 🇬🇧 National Coding Week	16	17	18 🇬🇧 London Fashion Week	19	20	21 🇬🇧 International Day of Peace
22 🇬🇧 Recycle Week 🇬🇧 London Fashion Week 🇬🇧 Fairtrade Fortnight	23	24 🇬🇧 National Fitness Day	25	26	27	28
29 🇬🇧 World Heart Day 🇬🇧 Fairtrade Fortnight	30 🎓 Pupil premium allocation released for local authority maintained schools					

🇬🇧 School Holidays

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🇬🇧 Education Dates

🇬🇧 Celebrations

Childhood Cancer Awareness Month - September 2025
Back to School (England, Wales & N Ireland) - 1st September 2025
Start of new financial year for academy schools - 1st September 2025
International Day of Charity - 5th September 2025
International Literacy Day - 8th September 2025
World Suicide Prevention Day - 10th September 2025
Stand Up to Cancer Day - 12th September 2025
National Coding Week - 15th - 22nd September 2025

International Day of Peace - 21st September 2025
London Fashion Week - 18th - 22nd September 2025
Fairtrade Fortnight - 22nd September - 5th October 2025
Recycle Week - 22nd - 28th September 2025
National Fitness Day - 24th September 2025
World Heart Day - 29th September 2025
Pupil premium allocation released for local authority maintained schools - 30th September 2025



October 2025

Book a campaign for October >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1 Breast Cancer Awareness Month Black History Month Yom Kippur	2	3 The National Education Show Cardiff	4 World Animal Day World Space Week	5 World Teachers' Day
		Fairtrade Fortnight				
6 Dyslexia Awareness Week	7	8 Pupil premium allocation released for academy trusts and free schools	9	10 World Mental Health Day	11	12
World Space Week						
13 Half Term (Scotland)	14	15	16 World Food Day	17 Pupil premium allocation released for non-maintained special schools	18	19
20 Half Term (Scotland)	21	22	23	24	25	26
27 Half Term (England & Wales)	28	29	30 Half Term (N Ireland)	31 Halloween		

School Holidays

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Celebrations

Breast Cancer Awareness Month - October 2025

Black History Month - October 2025

Yom Kippur - 1st - 2nd October 2025

The National Education Show Cardiff - 3rd October 2025

World Animal Day - 4th October 2025

World Space Week - 4th - 10th October 2025

World Teachers' Day - 5th October 2025

Dyslexia Awareness Week - 6th - 12th October 2025

Pupil premium allocation released for academy trusts and free schools - 8th October 2025

World Mental Health Day - 10th October 2025

Half Term (Scotland) - 13th - 24th October 2025

World Food Day - 16th October 2025

Pupil premium allocation released for non-maintained special schools - 17th October 2025

Half Term (England & Wales) - 27th - 31st October 2025

Half Term (Northern Ireland) - 30th - 31st October 2025

Halloween - 31st October 2025

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November 2025

Book a campaign for November >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1 ● Men's Mental Health Awareness Month ● Disability History Month	2
3 ● Talk Money Week	4	5	6 ● Outdoor Classroom Day	7	8	9 ● Remembrance Day ● Inter Faith Week
10 Inter Faith Week ● Anti-Bullying Week	11	12	13 ● World Kindness Day	14 ● Children in Need	15	16
17 ● Road Safety Week ● Global Entrepreneurship Week	18	19 ● International Men's Day ● Schools & Academies Show - NEC, Birmingham	20	21	22	23
24	25	26 ● No Pens Day	27	28 ● Black Friday	29	30 ● St Andrew's Day

● School Holidays ● Awareness Days ● Events ● Bank Holidays ● Education Dates ● Celebrations

Men's Mental Health Awareness Month - November 2025
Disability History Month - November 2025
Talk Money Week - 3rd - 7th November 2025
Outdoor Classroom Day - 6th November 2025
Remembrance Day - 9th November 2025
Inter Faith Week - 9th - 16th November 2025
Anti-Bullying Week - 10th - 14th November 2025
World Kindness Day - 13th October 2025

Children in Need - 14th November 2025
Road Safety Week - 17th - 23rd November 2025
Global Entrepreneurship Week - 17th - 23rd November 2025
International Men's Day - 19th November 2025
Schools & Academies Show (NEC, Birmingham) - 19th - 20th November 2025
No Pens Day - 26th November 2025
Black Friday - 28th November 2025
St Andrew's Day - 30th November 2025

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December 2025

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Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 ● Cyber Monday	2	3 ● International Day of Persons with Disabilities	4	5 ● International Volunteer Day	6	7
8	9	10 ● International Human Rights Day	11 ● Christmas Jumper Day	12	13	14
15	16	17	18	19	20	21
22 ● Christmas holidays (England, Scotland, Wales & N Ireland)	23	24 ● Christmas Eve	25 ● Christmas Day	26 ● Boxing Day	27	28
29 Christmas holidays (England, Scotland, Wales & N Ireland)	30	31 ● New Year's Eve				
		● Pupil premium allocation released for local authority maintained schools				

● School Holidays

● Awareness Days

● Events

● Bank Holidays

● Education Dates

● Celebrations

Cyber Monday - 1st December 2025

International Day of Persons with Disabilities - 3rd December 2025

International Volunteer Day - 5th December 2025

International Human Rights Day - 10th December 2025

Christmas Jumper Day - 11th December 2025

Christmas holidays (England, Scotland, Wales & Northern Ireland - 22nd December 2025 - 2nd January 2026

Christmas Eve - 24th December 2026

Christmas Day - 25th December 2026

Boxing Day - 26th December 2026

Pupil premium allocation released for local authority maintained schools - 31st December 2025

New Year's Eve - 31st December 2025

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January 2026

Book a campaign for January >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1 ● New Year's Day Christmas holidays (England, Scotland, Wales & N Ireland)	2	3	4
5 ● Back to School (England, Scotland, Wales & N Ireland)	6	7 ● RSPB Big Schools' Birdwatch	8	9 ● Pupil premium allocation released for academy trusts and free schools	10	11
12 RSPB Big Schools' Birdwatch	13	14 ● UCAS application deadline	15	16 ● Pupil premium allocation released for non-maintained special schools	17	18 ● World Religion Day
19	20	21 ● BETT Show 2026 - ExCel, London	22	23	24 ● International Day of Education	25
26	27 ● Holocaust Memorial Day	28	29	30	31	

● School Holidays

● Awareness Days

● Events

● Bank Holidays

● Education Dates

● Celebrations

New Year's Day - 1st January 2026

Back to School (England, Scotland, Wales & N Ireland) - 5th January 2026

RSPB Big Schools' Birdwatch - 7th - 14th January 2026

Pupil premium allocation released for academy trusts and free schools - 9th January 2026

UCAS application deadline - 14th January 2026

Pupil premium allocation released for non-maintained special schools - 16th January 2026

World Religion Day - 18th January 2026

BETT Show 2026 (ExCel, London) - 21st - 23rd January 2026

International Day of Education - 24th January 2026

Holocaust Memorial Day - 27th January 2026

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February 2026

Book a campaign for February >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1 ● Heart Month ● National Storytelling Week
2 National Storytelling Week	3	4 ● World Cancer Day	5	6	7	8
9 National Storytelling Week ● Children's Mental Health Week ● National Apprenticeship Week	10 ● Safer Internet Day	11 ● International Day of Girls & Women in Science	12 ● Half Term (N Ireland)	13	14 ● Valentine's Day	15
16 ● Half Term (England & Wales) ● Half Term (Scotland)	17 ● Chinese New Year ● Ramadan	18	19	20	21	22
23 London Fashion Week Ramadan	24	25	26	27 ● International Stand Up to Bullying Day	28	

● School Holidays

● Awareness Days

● Events

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● Education Dates

● Celebrations

Heart Month - February 2026

National Storytelling Week - 1st - 9th February 2026

World Cancer Day - 4th February 2026

Children's Mental Health Week - 9th - 15th February 2026

National Apprenticeship Week - 9th - 15th February 2026

Safer Internet Day- 10th February 2026

International Day of Girls & Women in Science - 11th February 2026

Half Term (Northern Ireland) - 12th - 13th February 2026

Valentine's Day - 14th February 2026

Half Term (England & Wales) - 16th - 20th February 2026

Half Term (Scotland) - 16th - 18th February 2026

Chinese New Year - 17th February 2026

London Fashion Week - 19th - 23rd February 2026

Ramadan - 17th February -18th March 2026

International Stand Up to Bullying Day - 27th February 2026

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March 2026

Book a campaign for March >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1 Brain Tumour Awareness Month St David's Day Ramadan
2 Ramadan National Careers Week	3 World Wildlife Day	4 Pancake Day	5 World Book Day	6	7	8 International Women's Day
		World Engineering Day		British Science Week		
9 Ramadan British Science Week	10	11 Young Carers Action Day	12 International School Meals Day	13	14	15
16 Ramadan	17 St Patrick's Day	18	19 Eid al-Fitr	20	21 World Down Syndrome Day	22
23	24	25	26	27	28	29
30 Easter holidays (England & Wales)	31 Pupil premium allocation released for local authority maintained schools					

School Holidays

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Celebrations

Brain Tumour Awareness Month - March 2026

St David's Day - 1st March 2026

National Careers Week - 2nd - 7th March 2026

World Wildlife Day - 3rd March 2026

Pancake Day - 4th March 2026

World Engineering Day - 4th March 2026

World Book Day - 5th March 2026

British Science Week - 6th - 15th March 2026

International Women's Day - 8th March 2026

Young Carers Action Day - 11th March 2026

International School Meals Day - 12th March 2026

St Patrick's Day - 17th March 2026

Eid al-Fitr - 19th - 20th March 2026

World Down Syndrome Day - 21st March 2026

Pupil premium allocation released for local authority maintained schools - 31st March 2026

Easter holidays (England & Wales) - 30th March - 10th April 2026

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April 2026

Book a campaign for April >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1 ● Stress Awareness Month Easter holidays (England & Wales)	2 ● World Autism Awareness Day Easter holidays (N Ireland)	3 ● Good Friday Easter holidays (Scotland)	4	5 ● Easter Sunday
6 ● Start of the new financial year (state schools) Easter holidays (England & Wales) Easter holidays (N Ireland) Easter holidays (Scotland)	7 ● World Health Day	8	9	10 ● Pupil premium allocation released for academy trusts & free schools	11	12
13	14	15	16	17 ● Pupil premium allocation released for non-maintained special schools	18	19
20	21 ● World Creativity & Innovation Day	22 ● Earth Day	23 ● St George's Day	24	25	26
27	28	29	30			

● School Holidays

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Stress Awareness Month - April 2026
World Autism Awareness Day - 2nd April 2026
Easter holidays (Northern Ireland) - 2nd - 10th April 2026
Good Friday - 3rd April 2026
Easter Break (Scotland) - 3rd - 10th April 2026
Easter Sunday - 5th April 2026
Start of the new financial year (state schools) - 6th April 2026
World Health Day - 7th April 2026

Pupil premium allocation released for academy trusts & free schools - 10th April 2026
Pupil premium allocation released for non-maintained special schools - 17th April 2026
World Creativity & Innovation Day - 21st April 2026
Earth Day - 22nd April 2026
St George's Day - 23rd April 2026

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May 2026

Book a campaign for May >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1 ● National Walking Month ● GCSE & A Level exam season	2	3
4 ● Early May Bank Holiday ● Deaf Awareness Week	5	6	7	8 ● VE Day	9	10
11 ● Year 6 SATs week	12	13	14	15	16	17
18 ● International Museum Day ● Walk to School Week	19	20 ● National Numeracy Day	21	22	23	24
25 ● Spring Bank Holiday ● Half Term (England & Wales)	26	27	28	29	30 ● National Creativity Day	31

● School Holidays

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GCSE & A Level exam season - May & June 2026

National Walking Month - May 2026

Early May Bank Holiday - 4th May 2026

Deaf Awareness Week - 4th - 10th April 2026

VE Day - 8th May 2026

Year 6 SATs week - 11th - 14th May 2026

International Museum Day - 18th May 2026

Walk to School Week - 18th - 22nd May 2026

National Numeracy Day - 20th May 2026

Spring Bank Holiday - 25th May 2026

Half Term (England & Wales) - 25th - 29th May 2026

National Creativity Day - 30th May 2026

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June 2026

Book a campaign for June >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 ● Pride Month ● Volunteers' Week ● GCSE & A Level exam season	2	3	4	5 ● World Environment Day	6	7
8 ● Key Stage 1 Phonics Screening Week	9	10	11	12	13	14
15	16	17 ● National Thank a Teacher Day	18	19	20	21 ● World Music Day
22	23	24	25	26	27	28
29 ● Wimbledon Championships	30					

- School Holidays
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GCSE & A Level exam season - May & June 2026

Pride Month - June 2026

Volunteers' Week - 1st - 7th June 2026

World Environment Day - 5th June 2026

Key Stage 1 Phonics Screening Week - 8th - 12th June 2026

National Thank a Teacher Day - 17th June 2026

World Music Day - 21st June 2026

Wimbledon Championships - 29th June - 12th July 2026

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July 2026

Book a campaign for July >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1 <div>● Summer holidays (Scotland)</div> <div>● Summer holidays (N Ireland)</div> <div>Wimbledon Championships</div>	2	3	4	5
6 <div>Summer holidays (Scotland)</div> <div>Summer holidays (N Ireland)</div> <div>Wimbledon Championships</div>	7	8	9	10	11	12 <div>● Malala Day</div>
13 <div>Summer holidays (Scotland)</div> <div>Summer holidays (N Ireland)</div>	14	15	16	17	18 <div>● World Listening Day</div>	19
20 <div>Summer holidays (Scotland)</div> <div>Summer holidays (N Ireland)</div>	21 <div>● Summer holidays (England & Wales)</div>	22	23	24	25	26
27 <div>Summer holidays (Scotland)</div> <div>Summer holidays (N Ireland)</div> <div>Summer holidays (England & Wales)</div>	28	29	30	31		

● School Holidays

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Summer holidays (Scotland) - 1st July - 14th August 2026

Summer holidays (Northern Ireland) - 1st July - 31st August 2026

Malala Day - 12th July 2026

World Listening Day - 18th July 2026

Summer holidays (England & Wales) - 21st July - 31st August 2026

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August 2026

Book a campaign for August >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1 Summer holidays (Scotland) Summer holidays (N Ireland) Summer holidays (England & Wales)	2
3 Summer holidays (Scotland) Summer holidays (N Ireland) Summer holidays (England & Wales)	4	5	6	7	8	9
10 Summer holidays (Scotland) Summer holidays (N Ireland) Summer holidays (England & Wales)	11	12	13 ● A Level results day	14	15	16
17 ● Back to School (Scotland) Summer holidays (N Ireland) Summer holidays (England & Wales)	18	19	20 ● GCSE results day	21	22	23
24 Summer holidays (N Ireland) Summer holidays (England & Wales)	25	26	27	28	29	30
31 Summer holidays (N Ireland) Summer holidays (England & Wales)						

- School Holidays
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A Level results day - 13th August 2026
GCSE results day - 20th August 2026

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