

NATIONAL RETAIL FEDERATION

4-5-4 CALENDAR FOR MONTHLY SALES RELEASES 2016 vs. 2015

	Week	2016 Week Ending	2015 Week Ending		Week	2016 Week Ending	2015 Week Ending
FEBRUARY	1	2/6	2/7	AUGUST	27	8/6	8/8
	2	2/13	2/14 (Valentine's Day)		28	8/13	8/15
	3	2/20 (Valentine's & Pres)	2/21 (Presidents Day)		29	8/20	8/22
	4	2/27	2/28		30	8/27	8/29
Publish Date		March 3		Publish Date		September 1	
MARCH	5	3/5	3/7	SEPTEMBER	31	9/3	9/5
	6	3/12	3/14		32	9/10 (Labor Day)	9/12 (Labor Day)
	7	3/19 (St. Patrick's Day)	3/21 (St. Patrick's Day)		33	9/17	9/19
	8	3/26	3/28		34	9/24	9/26
	9	4/2 (Easter)	4/4		35	10/1	10/3
Publish Date		April 7		Publish Date		October 6	
APRIL	10	4/9	4/11 (Easter)	OCTOBER	36	10/8	10/10
	11	4/16	4/18		37	10/15 (Columbus Day)	10/17 (Columbus Day)
	12	4/23	4/25		38	10/22	10/24
	13	4/30	5/2		39	10/29	10/31 (Halloween)
Publish Date		May 5		Publish Date		November 3	
MAY	14	5/7	5/9	NOVEMBER	40	11/5 (Halloween)	11/7
	15	5/14 (Mother's Day)	5/16 (Mother's Day)		41	11/12 (Veterans Day)	11/14 (Veterans Day)
	16	5/21	5/23		42	11/19	11/21
	17	5/28	5/30 (Memorial Day)		43	11/26 (Thanksgiving)	11/28 (Thanksgiving)
Publish Date		June 2		Publish Date		December 1	
JUNE	18	6/4 (Memorial Day)	6/6	DECEMBER	44	12/3	12/5
	19	6/11	6/13		45	12/10	12/12
	20	6/18	6/20		46	12/17	12/19
	21	6/25 (Father's Day)	6/27 (Father's Day)		47	12/24	12/26 (Christmas)
	22	7/2	7/4 (Independence Day)		48	12/31 (Christmas)	1/2 (New Year's Day)
Publish Date		July 7		Publish Date		January 5, 2017	
JULY	23	7/9 (Independence Day)	7/11	JANUARY	49	1/7 (New Year's Day)	1/9
	24	7/16	7/18		50	1/14	1/16
	25	7/23	7/25		51	1/21 (Martin Luther King)	1/23 (Martin Luther King)
	26	7/30	8/1		52	1/28	1/30
Publish Date		August 4		Publish Date		February 2, 2017	