

NATIONAL RETAIL FEDERATION 2009-2011 RETAIL SALES REPORTING and 4-5-4 MERCHANDISING CALENDAR

SPRING SEASON

FALL SEASON

	2009							2010							2011							2009							2010							2011													
	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	F	1	2	3	4	5	6	7	31	1	2	3	4	5	6	30	31	1	2	3	4	5	F	A	2	3	4	5	6	7	8	1	2	3	4	5	6	7	31	1	2	3	4	5	6	A			
2	E	8	9	10	11	12	13	14	7	8	9	10	11	12	13	6	7	8	9	10	11	12	E	U	9	10	11	12	13	14	15	8	9	10	11	12	13	14	7	8	9	10	11	12	13	U			
3	B	15	16	17	18	19	20	21	14	15	16	17	18	19	20	13	14	15	16	17	18	19	B	G	16	17	18	19	20	21	22	15	16	17	18	19	20	21	14	15	16	17	18	19	20	G			
4		22	23	24	25	26	27	28	21	22	23	24	25	26	27	20	21	22	23	24	25	26			23	24	25	26	27	28	29	22	23	24	25	26	27	28	21	22	23	24	25	26	27				
5	M	1	2	3	4	5	6	7	28	1	2	3	4	5	6	27	28	1	2	3	4	5	M	S	30	31	1	2	3	4	5	29	30	31	1	2	3	4	28	29	30	31	1	2	3	S			
6	A	8	9	10	11	12	13	14	7	8	9	10	11	12	13	6	7	8	9	10	11	12	A	E	6	7	8	9	10	11	12	5	6	7	8	9	10	11	4	5	6	7	8	9	10	E			
7	R	15	16	17	18	19	20	21	14	15	16	17	18	19	20	13	14	15	16	17	18	19	R	P	13	14	15	16	17	18	19	12	13	14	15	16	17	18	11	12	13	14	15	16	17	P			
8	C	22	23	24	25	26	27	28	21	22	23	24	25	26	27	20	21	22	23	24	25	26	C	T	20	21	22	23	24	25	26	19	20	21	22	23	24	25	18	19	20	21	22	23	24	T			
9	H	29	30	31	1	2	3	4	28	29	30	31	1	2	3	27	28	29	30	31	1	2	H		27	28	29	30	1	2	3	26	27	28	29	30	1	2	25	26	27	28	29	30	1				
10	A	5	6	7	8	9	10	11	4	5	6	7	8	9	10	3	4	5	6	7	8	9	A	O	4	5	6	7	8	9	10	3	4	5	6	7	8	9	2	3	4	5	6	7	8	O			
11	P	12	13	14	15	16	17	18	11	12	13	14	15	16	17	10	11	12	13	14	15	16	P	C	11	12	13	14	15	16	17	10	11	12	13	14	15	16	9	10	11	12	13	14	15	C			
12	R	19	20	21	22	23	24	25	18	19	20	21	22	23	24	17	18	19	20	21	22	23	R	T	18	19	20	21	22	23	24	17	18	19	20	21	22	23	16	17	18	19	20	21	22	T			
13		26	27	28	29	30	1	2	25	26	27	28	29	30	1	24	25	26	27	28	29	30			25	26	27	28	29	30	31	24	25	26	27	28	29	30	23	24	25	26	27	28	29				
14	M	3	4	5	6	7	8	9	2	3	4	5	6	7	8	1	2	3	4	5	6	7	M	N	1	2	3	4	5	6	7	31	1	2	3	4	5	6	30	31	1	2	3	4	5	N			
15	A	10	11	12	13	14	15	16	9	10	11	12	13	14	15	8	9	10	11	12	13	14	A	O	8	9	10	11	12	13	14	7	8	9	10	11	12	13	6	7	8	9	10	11	12	O			
16	Y	17	18	19	20	21	22	23	16	17	18	19	20	21	22	15	16	17	18	19	20	21	Y	V	15	16	17	18	19	20	21	14	15	16	17	18	19	20	13	14	15	16	17	18	19	V			
17		24	25	26	27	28	29	30	23	24	25	26	27	28	29	22	23	24	25	26	27	28			22	23	24	25	26	27	28	21	22	23	24	25	26	27	20	21	22	23	24	25	26				
18	J	31	1	2	3	4	5	6	30	31	1	2	3	4	5	29	30	31	1	2	3	4	J	D	29	30	1	2	3	4	5	28	29	30	1	2	3	4	27	28	29	30	1	2	3	D			
19	U	7	8	9	10	11	12	13	6	7	8	9	10	11	12	5	6	7	8	9	10	11	U	E	6	7	8	9	10	11	12	5	6	7	8	9	10	11	4	5	6	7	8	9	10	E			
20	N	14	15	16	17	18	19	20	13	14	15	16	17	18	19	12	13	14	15	16	17	18	N	C	13	14	15	16	17	18	19	12	13	14	15	16	17	18	11	12	13	14	15	16	17	C			
21	E	21	22	23	24	25	26	27	20	21	22	23	24	25	26	19	20	21	22	23	24	25	E		20	21	22	23	24	25	26	19	20	21	22	23	24	25	18	19	20	21	22	23	24				
22		28	29	30	1	2	3	4	27	28	29	30	1	2	3	26	27	28	29	30	1	2			27	28	29	30	31	1	2	26	27	28	29	30	31	1	25	26	27	28	29	30	31				
23	J	5	6	7	8	9	10	11	4	5	6	7	8	9	10	3	4	5	6	7	8	9	J	J	3	4	5	6	7	8	9	2	3	4	5	6	7	8	1	2	3	4	5	6	7	J			
24	U	12	13	14	15	16	17	18	11	12	13	14	15	16	17	10	11	12	13	14	15	16	U	A	10	11	12	13	14	15	16	9	10	11	12	13	14	15	8	9	10	11	12	13	14	A			
25	L	19	20	21	22	23	24	25	18	19	20	21	22	23	24	17	18	19	20	21	22	23	L	N	17	18	19	20	21	22	23	16	17	18	19	20	21	22	15	16	17	18	19	20	21	N			
26	Y	26	27	28	29	30	31	1	25	26	27	28	29	30	31	24	25	26	27	28	29	30	Y		24	25	26	27	28	29	30	23	24	25	26	27	28	29	22	23	24	25	26	27	28				

** Green shaded boxes indicate a Sales Release Date. Black shaded boxes indicate the following Holidays: Valentine's Day, Presidents Day, Easter, Mother's Day, Memorial Day, Father's Day, Independence Day, Labor Day, Rosh Hashanah, Yom Kippur, Columbus Day, Halloween, Election Day, Veterans Day, Thanksgiving, Christmas, New Year's Day, and Martin Luther King Day.