

2010 Ethnic Events Calendar

specialists in ethnic marketing
indoormedia

January, 2010

We hope to make planning in 2010 a little easier for you with this quick reference guide highlighting important dates that cover events and celebrations, which are relevant to the increasingly diverse population in the UK.

If you think that we have missed any important dates, please let us know

For enquiries about targeting ethnic audiences including South Asian, Chinese, Eastern European, Black Caribbean and Black African please get in contact –

+ 44 (0) 20 7125 0007 www.indoormedia.co.uk

2010	Health Events	Religious Holidays	Notable Diary Dates
January			
01-Jan			New Years Day Bank Holiday
1 - 31 Jan	World Health Month		
05-Jan		Guru Gobind Singh birthday (Sikh)	
06-Jan		Epiphany (Christian)	
18-Jan			Martin Luther King Day
24 - 30 Jan	Cervical Cancer Awareness Day		
25-Jan	World Leprosy Day		
26-Jan			Republic Day (Holiday- India)
February			
1 - 5 Feb	National Salt Awareness Week		
1 - 28 Feb	National Heart Month - Go Red for Heart		
08-Feb		Parinirvana- Nirvana Day (Buddhism)	
14-Feb			Valentines Day Chinese New Year - Year of the Tiger (Holiday China)
16-Feb		Shrove Tuesday/Pancake Day (Christian)	
17-Feb		Ash Wednesday (Christian)	
26-Feb		Milad un Nabi Birthday of the Prophet Muhammad (Muslim)	
28-Feb		Holi (Hindu)	
March			
1 - 31 Mar	Prostate Cancer Awareness Month		
1 - 31 Mar	Ovarian Cancer Awareness Month		
01-Mar			St. David's Day (Wales)
07-Mar			Ajay running the Barcelona Marathor
08-Mar	International Women's Day		
10-Mar	No Smoking Day		
14-Mar			Mothering Sunday UK
17-Mar			St. Patrick's Day (Ireland)
22-Mar	World Water Day		
24-Mar	World TB Day		
28-Mar			British Summer Time Commences (Forward)
30-Mar		Magha Puja and Theravada New Year (Buddhism)	

2010 Ethnic Events Calendar

2010	Health Events	Religious Holidays	Notable Diary Dates
April			
1- 30 Apr	Bowel Cancer Awareness Month		
02-Apr		Good Friday (Christian)	Good Friday Bank Holiday
04-Apr		Easter Sunday (Christian)	
05-Apr		Easter Monday (Christian)	Easter Monday Bank Holiday
			Qing Ming Festival (Holiday-China)
4 - 10 Apr	Mental Health Action Week		
14-Apr		Vaisakhi (Sikh)	
23-Apr			St. George's Day (England)
May			
03-May			May Day Bank Holiday
04-May	World Asthma Day		
27-May		Wesak or Buddha Day (Buddhism)	
31-May	World No Tobacco Day		Spring Bank Holiday
June			
7 - 13 Jun	Cervical Screening Awareness Week		
8 - 14 Jun	National Glaucoma Awareness Week		
13 - 20 Jun	Diabetes Week		
14-Jun	World Blood Donor Day		
16-Jun		Martyrdom of Guru Arjan (Sikh)	Dragon Boat Festival (Holiday-China)
20-Jun			Father's Day UK
July			
1 - 31 Jul	Sickle Cell Awareness Month		
2 - 10 Jul	Dementia Awareness Week		
05-Jul		Birthday of Guru Hargobind (Sikh)	
07-Jul			Indoor Media 3rd Birthday
26-Jul		Dharma Day (Buddhist)	
August			
11-Aug		Ramadan Starts (Muslim)	
15-Aug		Assumption of Virgin Mary (Christian)	Independence Day (Holiday- India)
30-Aug			Summer Bank Holiday

2010 Ethnic Events Calendar

2010	Health Events	Religious Holidays	Notable Diary Dates
September			
02-Sep		Janmashtami (Hindu)	
09-Sep		End of Ramadan Eid Ul-Fitr (Muslim)	
13-Sep	Know your numbers! (National Blood Pressure Testing Awareness Week)		
21-Sep	World Alzheimer's Day		
22-Sep			Mid-Autumn Festival (Holiday-China)
October			
1 - 31 Oct	Breast Cancer Awareness Month		Black History Month
01-Oct			National Day (Holiday-China)
02-Oct			Gandhi Jayanti - Ghandi Birthday (Holiday-India)
08-Oct		Bodhi Day (Buddhism)	
10-Oct	World Mental Health Day		
14-Oct	World Sight Day		
31-Oct			British Summer Time Ends (Back) Halloween
November			
1 - 7 Nov	National Adoption Week		
1 - 30 Nov	Lung Cancer Awareness Month		
05-Nov		Diwali (Hindu, Jain, Sikh)	Bonfire/ Guy Fawkes Night
14-Nov	World Diabetes Day		Remembrance Sunday
16-Nov		Eid Ul-Adha (Muslim)	
21-Nov		Birthday of Guru Nanak (Sikh)	
30-Nov			St. Andrew's Day (Scotland)
December			
01-Dec	World Aids Day		
07-Dec		Al-Hijira (Muslim)	
25-Dec		Christmas Day	
26-Dec		Boxing Day	St. Stephen's Day (ROI)
27-Dec			Christmas Bank Holiday
28-Dec			Boxing Day Bank Holiday
31-Dec			New Year's Eve

You will be surprised to know how much we know about EMG's. To find out more call:

020 7125 0007

Your email address details were sourced from direct contact with our staff. If you do not wish to receive any future newsletters please reply from your email address with REMOVE in the subject line.

Please send any questions and comments to natalie@indoormedia.co.uk