

# e-Commerce Calendar 2016

## IMPORTANT SHOPPING DATES IN RUSSIA

### January

- 1 New Year's Day 🌲
- 4-6 New Year Holiday Week
- 7 Christmas Day 🧦
- 14 Old New Year

### February

- 14 Valentine's Day ❤️
- 23 Defender of the Fatherland Day

### March

- 8 International Women's Day
- 20 March equinox

### April

- 1 April Fools Day
- 22 World Earth Day 🌍

### May

- 1 Easter Sunday 🥚
- 1-2 Spring and Labor Day 🛠️
- 9 Victory Day
- 14 Eurovision 🎤

### June

- UEFA EURO (10th June – 10th July) ⚽
- 12-13 Russia Day 🇷🇺
- 20 June Solstice ☀️

### July

- 2-24 Tour de France 🚴
- 7 Kupala Night
- 8 Family Day

### August

- Back to School Sales (month-long)
- 5-21 Summer Olympics Games 🏅

### September

- 22 September Equinox Day

### October

- 31 Halloween 🎃

### November

- 4 Unity Day
- 25 Black Friday 🏷️
- 27 Mother's Day 👩
- 28 Cyber Monday

### December

- 19 St. Nicholas 🎁
- 31 New Year's Eve 🌲