

Giga Marketing China Marketing Calendar - August 2014

Day	Festivals & Memorials	Description
1	Fri Army Day	August 1st, Friday Army Day (建军节)
2	Sat	In 1933, Chinese Soviet Republic government established Chinese Workers' and Peasants' Red Army.
3	Sun Men's Day	After the formation of the PRC, the day is renamed as Army Day to celebrate the People's Liberation Army.
4	Mon	Also known as "8-1 Army Day".
5	Tue	
6	Wed	August 3rd, Sunday Men's Day (男人节)
7	Thu Beginning of Autumn	Usually celebrated by young Internet users.
8	Fri Beijing 2008 Summer Olympics Opening (2008)	Since "Women's Day" is on March 8th (3/8), the reversed dates August 3rd (8/3) became "Men's Day".
	Sports Day	
	Chinese Father's Day	August 7th, Thursday Beginning of Autumn (立秋)
9	Sat	The 13th of the Chinese traditional 24 solar season, when the Sun reaches the celestial longitude of 135 degrees.
10	Sun	It's the end of summer and the start of autumn.
11	Mon	
12	Tue	August 8th, Friday Beijing 2008 Summer Olympics Opening (2008)
13	Wed	The opening celemoy of Beijing 2008 Summer Olympics startd at 8pm of this day and closed on 24th.
14	Thu Green Day	11438 athletes from 204 countries and regions joined the games and China won 51 gold medals.
15	Fri	
16	Sat	August 8th, Friday Sports Day (全民健身日)
17	Sun	Startd in 2009 in commemoration of success of the Beijing Olympic Games to promote public health.
18	Mon	Many sports and health events are held nationwide on the day.
19	Tue	
20	Wed	August 8th, Friday Chinese Father's Day (爸爸节)
21	Thu	Since "8-8" and "Papa" in Mandarine Chinese pronounce the same, younger generations celebrates the day as Chinese father's day.
22	Fri	In general, Father's day on the 3rd Sunday in June is more widely known.
23	Sat Stopping of Heat	
24	Sun	August 14th, Thursday Green Day (绿色情人节)
25	Mon	Usually celebrated by young Internet users.
26	Tue	Every 14th of the month are commemoration day for couples in China. People send flowers and presents.
27	Wed	
28	Thu	August 23rd, Saturday Stopping of Heat (处暑)
29	Fri	The 14th of the Chinese traditional 24 solar season, when the Sun reaches the celestial longitude of 150 degrees.
30	Sat	It's the end of hot season and start feeling cool weather. Lantern festivals in some regions and people eat duck meat.
31	Sun	

Consumption Motivation for August
School summer vacation => Travel, Leisure goods & apparel

Consumption Motivation for September
Back to school => Stationaries, kid's & youth apparel