

# Sporting dates for your diary.

2024

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sports campaigns  
year-round!



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Sports and Fitness Awareness Dates are designated calendar moments inspiring people to embrace active living, celebrate sports, and prioritise fitness.

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Brand involvement in sporting events and tournaments enhances exposure, fosters community engagement, and creates memorable experiences.

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## **Purposeful Dates with Indirect Links.**

Connecting sport to purposeful calendar moments with indirect links to sport such as Mental Health Week allows for nuanced discussion and campaigns.

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# Sport and Fitness Awareness Dates.

<b>JAN</b>	<b>2<sup>ND</sup></b>	<b>PERSONAL TRAINER AWARENESS DAY</b>
<b>FEB</b>	<b>3<sup>RD</sup></b>	<b>NATIONAL GIRLS &amp; WOMEN IN SPORT DAY</b>
<b>MAR</b>	<b>5<sup>TH</sup></b>	<b>NATIONAL SPORTSMANSHIP DAY</b>
<b>APR</b>	<b>1<sup>ST</sup> - 30<sup>TH</sup></b>	<b>ACTIVE FOR APRIL</b>
<b>APR</b>	<b>3<sup>RD</sup></b>	<b>NATIONAL WALKING DAY</b>
<b>APR</b>	<b>6<sup>TH</sup></b>	<b>INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT &amp; PEACE</b>
<b>APR</b>	<b>7<sup>TH</sup></b>	<b>WALK TO WORK DAY</b>
<b>APR</b>	<b>29<sup>TH</sup></b>	<b>INTERNATIONAL DANCE DAY</b>
<b>MAY</b>	<b>1<sup>ST</sup> - 31<sup>ST</sup></b>	<b>PHYSICAL FITNESS &amp; SPORTS MONTH</b>
<b>MAY</b>	<b>1<sup>ST</sup> - 31<sup>ST</sup></b>	<b>NATIONAL WALKING MONTH</b>
<b>MAY</b>	<b>19<sup>TH</sup></b>	<b>WALK TO SCHOOL WEEK</b>

# Sport and Fitness Awareness Dates.

<b>JUN</b>	<b>TBC</b>	<b>NATIONAL SCHOOL SPORTS WEEK</b>
<b>JUN</b>	<b>DATES VARY</b>	<b>SCHOOL SPORTS DAY</b>
<b>JUN</b>	<b>3<sup>RD</sup></b>	<b>WORLD BICYCLE DAY</b>
<b>JUN</b>	<b>3<sup>RD</sup></b>	<b>GROWING FOR WELLBEING WEEK</b>
<b>JUN</b>	<b>5<sup>TH</sup></b>	<b>GLOBAL RUNNING DAY</b>
<b>JUN</b>	<b>21<sup>ST</sup></b>	<b>INTERNATIONAL YOGA DAY</b>
<b>AUG</b>	<b>4<sup>TH</sup></b>	<b>CYCLE TO WORK DAY</b>
<b>SEPT</b>	<b>25<sup>TH</sup></b>	<b>NATIONAL FITNESS DAY</b>
<b>SEPT</b>	<b>25<sup>TH</sup></b>	<b>CYCLE TO SCHOOL WEEK</b>
<b>SEPT</b>	<b>30<sup>TH</sup></b>	<b>NATIONAL SPORTING HERITAGE DAY</b>
<b>DEC</b>	<b>2<sup>ND</sup></b>	<b>PLAY BASKETBALL DAY</b>

# Sporting Events and Tournaments.

<b>FEB</b>	<b>2<sup>ND</sup></b>	<b>SIX NATIONS START</b>
<b>MAR</b>	<b>16<sup>TH</sup></b>	<b>SIX NATIONS END – DISABLED ACCESS DAY</b>
<b>APR</b>	<b>21<sup>ST</sup></b>	<b>LONDON MARATHON</b>
<b>MAY</b>	<b>25<sup>TH</sup></b>	<b>FA CUP FINAL</b>
<b>JUN</b>	<b>1<sup>ST</sup></b>	<b>UEFA CHAMPIONS LEAGUE FINAL</b>
<b>JUN</b>	<b>14<sup>TH</sup></b>	<b>EUROS START</b>
<b>JUN</b>	<b>4<sup>TH</sup></b>	<b>T20 WORLD CUP</b>
<b>JUL</b>	<b>TBC</b>	<b>TOUR DE FRANCE</b>
<b>JUL</b>	<b>TBC</b>	<b>WORLD AQUATICS CHAMPIONSHIPS</b>
<b>JUL</b>	<b>1<sup>ST</sup></b>	<b>WIMBLEDON STARTS</b>
<b>JUL</b>	<b>26<sup>TH</sup></b>	<b>OLYMPIC GAMES START</b>
<b>AUG</b>	<b>28<sup>TH</sup></b>	<b>PARALYMPICS START</b>



# Purposeful Dates with Indirect Links.

<b>MAR</b>	<b>8<sup>TH</sup></b>	<b>INTERNATIONAL WOMEN'S DAY</b>
<b>MAR</b>	<b>20<sup>TH</sup></b>	<b>INTERNATIONAL DAY OF HAPPINESS</b>
<b>APR</b>	<b>1<sup>ST</sup> - 30<sup>TH</sup></b>	<b>STRESS AWARENESS MONTH</b>
<b>APR</b>	<b>1<sup>ST</sup> - 30<sup>TH</sup></b>	<b>AUTISM AWARENESS MONTH</b>
<b>MAY</b>	<b>1<sup>ST</sup> - 31<sup>ST</sup></b>	<b>BETTER SLEEP MONTH</b>
<b>MAY</b>	<b>13<sup>TH</sup></b>	<b>MENTAL HEALTH AWARENESS WEEK</b>
<b>JUN</b>	<b>1<sup>ST</sup> - 30<sup>TH</sup></b>	<b>MEN'S HEALTH MONTH</b>
<b>JUN</b>	<b>24<sup>TH</sup></b>	<b>WORLD WELLBEING WEEK</b>
<b>SEPT</b>	<b>1<sup>ST</sup> - 30<sup>TH</sup></b>	<b>SECONDHAND SEPTEMBER</b>
<b>SEPT</b>	<b>29<sup>TH</sup></b>	<b>WORLD HEART DAY</b>
<b>OCT</b>	<b>10<sup>TH</sup></b>	<b>WORLD MENTAL HEALTH DAY</b>
<b>NOV</b>	<b>1<sup>ST</sup> - 30<sup>TH</sup></b>	<b>GOOD NUTRITION MONTH</b>



# Are you with us?

Get in touch if you'd like  
help aligning your brand  
to sports in an authentic  
and purposeful way.

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