

## KEY MARKETING DATES (EAST AFRICA)—OCTOBER

DATE	CELEBRATORY DAY	WHAT IT IS ABOUT
SUNDAY 1 <sup>ST</sup>	INTERNATIONAL COFFEE DAY	Celebrating coffee and recognizing the millions of people across the globe involved in its cultivation, processing, and trade.
	WORLD VEGETARIAN DAY	Raising awareness about the health, environmental, and ethical benefits of a vegetarian lifestyle.
	INTERNATIONAL MUSIC DAY	Appreciating the universal language of music and its role in fostering dialogue and understanding.
MONDAY 2 <sup>ND</sup>	INTERNATIONAL DAY OF NON-VIOLENCE	Commemorating Mahatma Gandhi's birth and promoting the message of non-violent resolution of conflicts.
THURSDAY 5 <sup>TH</sup>	WORLD TEACHERS' DAY	Honoring educators for their pivotal role in shaping the future of societies.
FRIDAY 6 <sup>TH</sup>	WORLD SMILE DAY	Promoting acts of kindness and spreading positivity and joy through smiles.
	WORLD DYSLEXIA AWARENESS DAY	Raising awareness and understanding of dyslexia and the challenges faced by those with the condition.
	WORLD CEREBRAL PALSY DAY	Advocating for the rights of people with cerebral palsy and educating the public about the condition.
MONDAY 9 <sup>TH</sup>	INDEPENDENCE DAY (UG)	Celebrating Uganda's national pride, freedom, and independence from colonial rule.
TUESDAY 10 <sup>TH</sup>	WORLD PORRIDGE DAY	Highlighting the nutritional and cultural significance of porridge and its role in combatting hunger.
	WORLD MENTAL HEALTH DAY	Advocating for mental health awareness, education, and combating stigma.
	UTAMADUNI DAY (KE)	Celebrating Kenya's rich cultural heritage and traditions.
WEDNESDAY 11 <sup>TH</sup>	INTERNATIONAL GIRL CHILD DAY	Advocating for the rights and opportunities of the girl child globally.
THURSDAY 12 <sup>TH</sup>	WORLD ARTHRITIS DAY	Raising awareness about arthritis and the importance of early diagnosis and timely care.
	WORLD SIGHT DAY	Highlighting the significance of vision and eye care and drawing attention to blindness and vision impairment.
SATURDAY 14 <sup>TH</sup>	WORLD STANDARDS DAY	Recognizing the role of standardization in facilitating international trade and ensuring quality and safety.
	MWALIMU NYERERE DAY (TZ)	Honoring Julius Nyerere, Tanzania's first president, for his contribution to education and African socialism.
SUNDAY 15 <sup>TH</sup>	WORLD STUDENTS' DAY	Celebrating the spirit of students and the importance of education.
	INTERNATIONAL DAY OF RURAL WOMEN	Recognizing the pivotal role and contribution of rural women in agriculture and community development
	GLOBAL HANDWASHING DAY	Emphasizing the importance of hand hygiene for health and disease prevention.
MONDAY 16 <sup>TH</sup>	WORLD FOOD DAY	Addressing global hunger and promoting sustainable food production and consumption.
	WORLD ANESTHESIA DAY	Commemorating the first use of ether in surgery and recognizing the importance of anesthesia in medicine.
FRIDAY 20 <sup>TH</sup>	MASHUJAA DAY (KE)	Honoring national heroes and heroines in Kenya who contributed to the struggle for independence.
SATURDAY 21 <sup>ST</sup>	WORLD SINGING DAY	Celebrating the joy of singing together and its ability to connect people.
	INTERNATIONAL REPAIR DAY	Promoting the benefits of repairing and reusing to combat consumerist wastage.
TUESDAY 24 <sup>TH</sup>	WORLD POLIO DAY	Raising awareness about polio eradication efforts and celebrating the progress made in eradicating the disease.
FRIDAY 27 <sup>TH</sup>	WORLD DAY FOR AUDIOVISUAL HERITAGE	Recognizing the significance of preserving audiovisual documents as an integral part of cultural heritage.
SUNDAY 29 <sup>TH</sup>	INTERNATIONAL INTERNET DAY	Celebrating the transformative power of the internet and its role in global communication.
	WORLD STROKE DAY	Raising awareness about the risks and impact of strokes and emphasizing the importance of timely intervention and treatment.
TUESDAY 31 <sup>ST</sup>	HALLOWEEN	A festive tradition rooted in ancient beliefs, celebrated with costumes, trick-or-treating, and spooky-themed events, acknowledging the thin boundary between the living and the supernatural.

Drop us a **WHATSAPP** on 0761-442-656 to request for artwork or promo videos to commemorate any of these days.