

## SOCIAL MEDIA CONTENT INSPIRATION STATION

Date	Awareness days	On this day	Birthdays	Famous deaths	Sporty stuff
1	Yorkshire Day (#YorkshireDay), World Wide Web Day (#WideWebDay)	Slavery abolished throughout the British Empire - Slavery Abolition Act 1833 comes into effect (1834)	Coolio	Mark Antony (30BC)	European Championships start (new multi-sport event)
2	Colouring Book Day (#ColoringBookDay), India Pale Ale Day (#IndiaPaleAleDay) 🍺	1st US census conducted, the population was 3,939,214 including 697,624 slaves (1790)	Shimon Peres (died 2016)	Alexander Graham Bell (1922)	Golf: women's British Open begins (until 5th)
3	International Beer Day (#BeerDay) 🍺, Watermelon Day (#WatermelonDay) 🍉	Adolf Hitler merges the offices of German Chancellor and President, declaring himself "Führer" (1934)	James Hetfield	Henri Cartier-Bresson (2004)	
4	Sisters Day (#SistersDay), Disc Golf Day (#DiscGolfDay)	Anne Frank arrested in Amsterdam by German Security Police (Grüne Polizei) following a tip-off from an informer who was never identified (1944)	Barack Obama	Hans Christian Andersen (1875)	Rugby League: women's Challenge Cup Final
5	Friendship Day (#FriendshipDay), Underwear Day (#UnderwearDay)	William Wallace, who led Scottish resistance to England, is captured by the English near Glasgow and transported to London for trial and execution (1305)	Neil Armstrong (died 2012)	Marilyn Monroe (1962)	Hockey: women's World Cup Final
6	Fresh Breath Day (#FreshBreathDay), Wiggle Your Toes Day (#WiggleYourToesDay)	Gertrude Ederle becomes first women to swim the English Channel (1926)	Andy Warhol (died 1987)	Louise Suggs (2015)	
7	Lighthouse Day (#LighthouseDay)	Operation Desert Shield begins - US deploys troops to Saudi Arabia (1990)	Charlize Theron	Oliver Hardy (1957)	
8	International Cat Day (#CatDay) 🐱, Happiness Happens Day (#HappinessHappensDay)	1st national march of Ku Klux Klan (200,000) in Washington, D.C. (1925)	Roger Federer	Glen Campbell (2017)	
9	Book Lovers Day (#BookLoversDay)	Richard Nixon resigns as US President and VP Gerald Ford swears the oath of office to take his place as the 38th US President (1974)	Whitney Houston (died 2012)	Herman Hesse (1962)	Football: Premier League transfer window *slams shut*
10	Lazy Day (#LazyDay), World Lion Day (#LionDay) 🦁, Skyscraper Appreciation Day (#SkyscraperAppreciationDay)	The Louvre palace officially opens in Paris as The Museum Central des Arts (1793)	Antonio Banderas	Robert H Goddard (1945)	
11	Middle Child's Day (#MiddleChildsDay)	Al-Qaeda formed at a meeting between Osama bin Laden, Zawahiri and Dr Fadl in Peshawar, Pakistan (1988)	Hulk Hogan	Robin Williams (2014)	Football: Premier League season starts
12	International Youth Day (#YouthDay), World Elephant Day (#ElephantDay), Vinyl Record Day (#VinylRecordDay)	IBM introduces its first Personal Computer (1981)	Pete Sampras	Cleopatra (30BC)	
13	Left Handers' Day (#LeftHandersDay)	Construction of the Berlin Wall begins in East Germany (1961)	Alfred Hitchcock (died 1980)	Florence Nightingale (1910)	
14		Pakistan gains independence from Great Britain (1947)	Halle Berry	Hugo Eckener (1954)	
15	Relaxation Day (#RelaxationDay)	V-J Day, Japan surrenders unconditionally to end WW II (1945)	Jennifer Lawrence	Macbeth (1057)	

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16 - A-level results day (UK)	Tell a Joke Day (#TellaJokeDay), Rollercoaster Day (#RollercoasterDay), Wave at the Surveillance Cameras Day	Usain Bolt sets a new 100 metres world record of 9.69 seconds at the Beijing Summer Olympics (2008)	Madonna	Elvis Presley (1977)	
17	Men's Grooming Day (#MensGroomingDay)	Korea is divided into North and South Korea along the 38th parallel (1954)	Robert De Niro	Rudolf Hess (1987)	
18	Bad Poetry Day (#BadPoetryDay)	The Beatles give their 1st public performance at the Kaiserkeller in Hamburg (1960)	Robert Redford	Genghis Khan (1227)	
19	Humanitarian Day (#HumanitarianDay), Photography Day (#PhotographyDay)	The one and only Olympic cricket match started (1900)	Bill Clinton	Caesar (14)	
20	International Homeless Animals Day (#HomelessAnimalsDay)	Alaska first sighted by Danish explorer Vitus Bering at head of Russian expedition (1741)	Robert Plant	Jerry Lewis (2017)	
21	Senior Citizens Day (#SeniorCitizensDay), Poet's Day (#PoetsDay)	Hawaii becomes the 50th US state (1959)	Usain Bolt	Leon Trotsky (1940)	
22 - Eid ul Adha		Battle of Bosworth Field - Henry Tudor's forces defeat English King Richard III during last battle in the Wars of the Roses (1485)	Leni Riefenstahl (died 2003)	Michael Collins (1922)	
23 - GCSE results day (UK)	Burger Day (#BurgerDay)	First US National Women's Rights Convention convenes in Worcester, Massachusetts (1850)	Keith Moon (died 1978)	William Wallace (1305)	
24	International Strange Music Day (#StrangeMusicDay), Pluto Demoted Day (#PlutoDemotedDay)	Mount Vesuvius erupts, buries Roman Pompeii and Herculaneum, 15,000 die (79)	Rupert Grint	Richard Attenborough (2014)	
25	Banana Split Day (#BananaSplitDay)	General Charles de Gaulle walks the Champs Elysees in Paris after the liberation of the city from Nazi occupation (1944)	Tim Burton	Neil Armstrong (2012)	Rugby League: Men's Challenge Cup Final
26 - Raksha Bandhan	Women's Equality Day (#WomensEqualityDay), Dog Day (#DogDay)	All 25,000 applicants to the University of Liberia fail their university entrance examination (2013)	Macaulay Culkin	William James (1910)	
27 - August Bank Holiday	Tug of War Day (#TugofWarDay)	Guinness Book of World Records first published (1955)	Barbara Bach	Stevie Ray Vaughan (1990)	Tennis: US Open begins (until 9 Sep)
28	Bow Tie Day (#BowTieDay), Rainbow Bridge Remembrance Day 🌈	Martin Luther King Jr. delivers his "I have a dream speech" addressing civil rights march at Lincoln Memorial, Washington, D.C. (1963)	Shania Twain	Emmett Till (1955)	
29	Individual Rights Day (#IndividualRightsDay)	Portugal recognizes the Independence of Brazil (1825)	Michael Jackson (died 2009)	Gene Wilder (2016)	
30	Grief Awareness Day (#GriefAwarenessDay), Frankenstein Day (#FrankensteinDay), Slinky Day (#SlinkyDay)	European leaders outlaw crossbow, intending to end war for all time (1146)	Cameron Diaz	Charles Bronson (2003)	
31	Trail Mix Day (#TrailMixDay)	The Provisional Irish Republican Army (Sinn Féin) declares a ceasefire in Northern Ireland (1994)	Richard Gere	Princess Diana (1997)	



# AUGUST 2018

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Month-long campaigns	Awareness weeks	Other events (UK)
Inventor's Month	<u>World Breastfeeding week</u> #WBW2018 (1-7)	<u>Bestival</u> (2-5)
Peach Month	<u>National Allotments Week</u> (13-19)	<u>RiZe Festival</u> (formerly V-festival, 18-19)
	<u>Afternoon Tea Week</u> (14-20)	<u>Reading and Leeds Festivals</u> (24-26)

**THE NATIVE PODCAST**  
 New episode every Monday!

