

2025 Consumer Awareness Observances



JANUARY

1/28 Data Privacy Day
1/31 Earned Income Tax Credit Awareness Day
1/27–1/31 Identity Theft Awareness Week

FEBRUARY

2/11 National Safer Internet Day

MARCH

3/2–3/8 National Consumer Protection Week
3/18 National Agriculture Day

APRIL

Financial Literacy Month
National Fair Housing Month
National Social Security Month
4/1 National 1 Cent Day
4/7–4/11 National America Saves Week
4/15 National Tax Day
4/20–4/26 National Volunteer Week
4/24 National Teach Children to Save Day

MAY

Military Appreciation Month
Older Americans Month
5/1 World Password Day
5/4–5/10 Small Business Week
5/8 Scam Survivor Day

JUNE

American Housing Month
National Internet Safety Month
6/15 World Elder Abuse Awareness Day
6/28 National Insurance Awareness Day

JULY

National Make a Difference to Children Month
7/27 National Parents' Day

AUGUST

Back to School
8/21 National Senior Citizens Day

SEPTEMBER

College Savings Month
National Preparedness Month
9/1 Labor Day
9/7 National Grandparents Day

OCTOBER

National Cyber Security Awareness Month
National Crime Prevention Month
Family Health Month
10/1 International Day of Older Persons
10/6–10/10 Customer Service Week
10/8 World Financial Planning Day
10/16 Get Smart About Credit Day
10/20–10/24 National Estate Planning Week

NOVEMBER

Military Family Month
National Family Caregiver Month
National Scholarship Month
11/16–11/22 International Fraud Awareness Week

DECEMBER

Identity Theft and Protection Awareness Month