



August 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3 Lollapalooza <i>Aug. 3 – 6</i> 71M Tweet impressions ¹	4 #International BeerDay	5
6	7	8	9 #National BookLovers Day	10 PGA Championship <i>Aug. 10 – 16</i> 122M Tweet impressions ¹	11 Outside Lands <i>Aug. 11 – 13</i>	12 Premier League Opening Weekend <i>Aug. 12 – 13</i> 2.5B Tweet impressions ¹
13 Teen Choice Awards 200M Tweet impressions ¹	14	15	16	17 Little League World Series <i>Aug. 17 – 27</i> 35M Tweet impressions ¹	18	19 #WorldPhoto Day
20	21	22	23	24	25	26 #National DogDay 109M Tweet impressions ¹
27 MTV Video Music Awards 2.5B Tweet impressions ¹ Burning Man <i>Aug. 27 – Sep. 4</i> 20M Tweet impressions ¹	28 US Open Tennis <i>Aug. 28 – Sep. 10</i> 1B Tweet impressions ¹	29	30	31		



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- Premier League Opening Weekend
- Little League World Series