

July 2018

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Wimbledon → 945M <small>Tweet impressions¹</small> Greenbrier Classic →	3	4 4th of July → 421M <small>Tweet impressions¹</small>	5 Essence Festival	6	7 Tour de France → 2.3B <small>Tweet impressions¹</small>
8	9 John Deere Classic →	10	11 ESPY Awards 204M <small>Tweet impressions¹</small>	12	13 Summer Jam Chicago	14
15 WWE Battleground	16 MLB Home Run Derby	17 MLB All-Star Game	18	19 British Open → Comic Con International → 3.8M <small>Tweet impressions¹</small>	20 Tomorrowland → Pitchfork Music Festival →	21
22	23	24	25	26	27 Tomorrowland → Newport Folk Festival →	28 Little League World Series → 35M <small>Tweet impressions¹</small>
29	30	31				

EVENT LENGTHS

Summerfest	7/1-7/8	Greenbrier Classic	7/2-7/8
Essence Festival	7/5-7/8	Wimbledon	7/2-7/15
Summer Jam Chicago	7/13-7/15	Tour de France	7/7-7/29
Pitchfork Music Festival	7/20-7/22	John Deere Classic	7/9-7/15
Tomorrowland	7/20-7/22 and 7/27-7/29	British Open	7/19-7/22
Premios Juventud	TBD	Little League World Series	7/28-8/26
Shark Week	TBD	Comic Con International	7/19-7/22
Panorama Music Festival	TBD		

● Entertainment ● Sports ● Holidays ● Other

¹Tweet impressions based on 2017 internal data