**2017/2018 Promo Period Dates**

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| 1 | Monday, April 03, 2017 | Sunday, May 07, 2017 | Easter (Good Friday April 15, Easter Monday April 17) |
| 2 | Monday, May 08, 2017 | Sunday, June 11, 2017 | Mother's Day (May 14); Victoria Day (May 22). MEGA MILES |
| 3 | Monday, June 12, 2017 | Sunday, July 16, 2017 | Father's Day (June 18). Canada Day (July 1) |
| 4 | Monday, July 17, 2017 | Sunday, August 20, 2017 | Natal Day (August 7). |
| 5 | Monday, August 21, 2017 | Sunday, October 01, 2017 | Labour Day (Sept 4) |
| 6 | Monday, October 02, 2017 | Sunday, November 19, 2017 | Thanksgiving (Oct 9). Halloween (Oct 31). Thanksgiving Event |
| 7 | Monday, November 20, 2017 | Sunday, January 07, 2018 | Beau. Nouv (Nov 21). Christmas (Dec 25). NY (Jan 1). Sale (Nov 20 - Dec 3) 3 Day Event (Dec 28-30) |
| 8 | Monday, January 08, 2018 | Sunday, February 25, 2018 | Robbie Burns (Jan 25). Super Bowl (Feb 4). Valentine's (Feb 14). Herritage Day (Feb 19) |
| 9 | Monday, February 26, 2018 | Sunday, April 01, 2018 | St. Patricks (March 17). Good Friday (March 30). |