### Q1 2021

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CES

Robots Everywhere (BIS)

Created Unequal (BIS)

Tech for Change

Women with Byte

### **February**

Samsung Galaxy S21 Announcement

Better/Faster/Stronger: Super Bowl

Black History Month

Robots Everywhere (BIS)

Created Unequal (BIS)

How We're Going to Live on Mars (BIS)

Tech for Change

Women with Byte

#### March

SXSW

Spring Apple Announcement

Robots Everywhere (BIS)

Created Unequal (BIS)

Tech for Change

Women with Byte spotlighting

Women's History Month



# Q2 2021

April	May	June	
Oscars Effects	Mother's Day Gift Guide Cont'd	E3	
Earth Day	Grad's Gift Guide	MWC	
Mother's Day Gift Guide	Google I/O (TBD)	Better/Faster/Stronger: Olympics	
Tech for Change	LA Auto Show	Father's Day Gift Guide	
Women with Byte	Tech for Change Awards	Tech for Change	
	Women with Byte	Women with Byte	



# Q3 2021

**July** 

**MWC** 

Prime Day (TBD)

Comic-Con

Tech for Change

Women with Byte

**August** 

Back to School Guide

**New York Auto Show** 

Tech for Change

Women with Byte

**September** 

IFA Berlin

Hispanic Heritage Month

Motor Bella

Back to School Gift Guide cont'd

Tech for Change

Women with Byte



## Q4 2021

### **October**

Hispanic Heritage Month Cont'd

Apple Announcement (TBD)

Google Announcement (TBD)

Tech for Change

Women with Byte

### **November**

BF/CM

Holiday Gift Guide

Tech for Change

Women with Byte

### **December**

Holiday Gift Guide Cont'd

Product Guide of the Year

Tech for Change

Women with Byte

