

# July 2018

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

\*Tweet impressions based on 2017 internal data