

# HEYDUDE US 2024 MAP Holidays

| Event          | Start Date | End Date  | Promotion                | Notes                                            |
|----------------|------------|-----------|--------------------------|--------------------------------------------------|
| Easter         | 3/24/2024  | 3/31/2024 | 20% Off Eligible Product | Easter: 3/31/24                                  |
| Dad's & Grad's | 6/9/2024   | 6/16/2024 | 20% Off Eligible Product | Father's Day: 6/16/24                            |
| Back to School | 7/27/2024  | 8/11/2024 | 20% Off Eligible Product |                                                  |
| Cyber Week     | 11/24/2024 | 12/8/2024 | 20% Off Eligible Product | Black Friday: 11/29/24<br>Cyber Monday: 12/02/24 |

