

Maximize Your Publicity Publicity Planner 2012 - 2014

January

Get Organized Month
International Creativity Month
National Financial Awareness Month
Thyroid Awareness Month
Clean Off Your Desk Day
National Thank Your Customers Week – 1st week
Healthy Weight Week - 2nd week
Creative Frugality Week - 3rd week

February

National Pet Dental Month
American Heart Month
International Boost Self- Esteem Month
National Cherry Month
International Personal and Business Coaching Week - 1st week
Random Acts of Kindness Week – 2nd week
National Engineers Week – 3rd week
Abraham Lincoln's Birthday Feb 12
George Washington's Birthday Feb 22
Floral Design Day Feb 28

March

Small Press Month
National Chronic Fatigue Awareness Month
National Frozen Food Month
Hug a GI Day – only military command day – March 4th
National Professional Pet Sitters Week – 1st week
World Day of Prayer
Pi Day – March 14
St. Patrick's Day – March 17
National Mom and Pop Business Owners Day – March 29th

April

National Kite Month
Landscape Architect Month
International Customer Loyalty Month
National Volunteers Week - 2nd week
Paul Revere's Ride Anniversary - April 18

May

Allergy/Asthma Awareness Month
Better Sleep Month
Better Speech and Hearing Month
International Business Image Improvement Month
Small Business Week – 1st week
National Pizza Party Day – May 15
National Tourism Week – 2nd week
National Taffy Day – May 23

June

Turkey Lover's Month
National Ice Tea Month
National Business Etiquette Week – 2nd week
Daniel Boone Day – June 7
Flag Day - June 14
Magna Carta Day - June 15

July

Independence Day July 4
Air Conditioning Appreciation Days – July 3 – August 15
National Blueberries Month
National Ice Cream Month
National Horseradish Month

www.MaximizeYourPublicity.com

Working with companies to engage employees while building goodwill within the community.

Maximize Your Publicity Publicity Planner 2012 - 2014

Garlic Week – last week
Get to Know Your Customers Day – July 21
Cousins Day – July 24
National Chili Dog Day – July 28

August

National Inventors Month
National Panini Month
National Fraud Awareness Week – 1st week
Elvis Week – 2nd week
National Aviation Week – 3rd week
Coast Guard Day – August 4
Lighthouse Day – August 7
National Navajo Code Talkers Day – August 14
National Relaxation Day – August 15
Cupcake Day – August 18
National Waffle Day – August 24

September

International People Skills Month
Apple Month
National Rice Month
Subliminal Communications Month
Grandparents Day – September 9
Patriot Day – September 11
Mayflower Day – September 16
Constitution Week – September 17 – 23
Gold Star Mother's Day – September 25
Ancestor Appreciation Day – September 27

October

National Caramel Month
National Chiropractic Month
National Dental Hygiene Month
Long Term Care Planning Month
Photographer Appreciation Month
Self-Promotion Month
Customer Service Week – 1st week
National Chestnut Week – 2nd week
National Character Counts Week – 3rd week
National Massage Therapy Week – 4th week
English Language Day – October 13
National Boss's Day – October 17
Get Smart About Credit Day – October 20

November

American Diabetes Month
Aviation History Month
Family Stories Month
National George Pecan Month
Peanut Butter Lover's Month
World Communication Week – 1st week
Veterans' Day - November 11
National Global Entrepreneurship Week – 3rd week

December

National Tie Month
National Hand Washing Awareness Week – 1st week
Poinsettia Day – December 12
Bill of Rights Day – December 15
Pilgrim Landing Anniversary – December 21, 1620
Christmas – December 25
National Candy Cane Day – December 26

www.MaximizeYourPublicity.com

Working with companies to engage employees while building goodwill within the community.

Maximize Your Publicity Publicity Planner 2012 - 2014

Dates that change from year to year

| | 2012 | 2013 | 2014 |
|--------------------------|------------|----------------|-------------|
| President's Day | Feb 20 | Feb 18 | Feb 17 |
| Palm Sunday | Apr 1 | Mar 24 | Apr 13 |
| Passover | Apr 7 – 14 | Mar 26 – Apr 2 | Apr 15 – 22 |
| Good Friday | Apr 6 | Mar 29 | Apr 18 |
| Easter | Apr 8 | Mar 31 | Apr 20 |
| Husband Appreciation Day | Apr 21 | Apr 20 | Apr 19 |
| Arbor Day | Apr 27 | Apr 26 | Apr 25 |
| Ascension Day | May 24 | May 9 | May 29 |
| Pentecost | May 27 | May 19 | June 8 |
| National Day of Prayer | May 3 | May 2 | May 1 |
| Mother's Day | May 13 | May 12 | May 13 |
| Armed Forces Day | May 19 | May 18 | May 17 |
| Father's Day | June 17 | June 16 | June 17 |
| Ice Cream Day | July 15 | July 21 | July 20 |
| Labor Day | Sept 3 | Sept 2 | Sept 1 |
| Rosh Hashanah | Sept 17 | Sept 5 | Sept 25 |
| Wife Appreciation Day | Sept 16 | Sept 15 | Sept 14 |
| Yom Kippur | Sept 26 | Sept 14 | Oct 4 |
| Columbus Day | Oct 8 | Oct 14 | Oct 13 |
| Clergy Appreciation Day | Oct 14 | Oct 13 | Oct 12 |
| Election Day | Nov 6 | Nov 5 | Nov 4 |
| Thanksgiving | Nov 22 | Nov 28 | Nov 27 |
| Hanukkah | Dec 9 | Nov 28 | Dec 17 |