



MERCHANDISING HOLIDAY CALENDAR

JANUARY — MARCH

Walk Your Pet Month	January
National Bird Day	Jan. 8
National Love Your Pet Day	Feb. 20
Employee Appreciation Day	Mar. 6
Global Recycling Day	Mar. 18
Poultry Day	Mar. 19
World Water Day	Mar. 22
Respect Your Cat Day	Mar. 28

JUNE — SEPTEMBER

National Grilling Month	July
Picnic Month	July
Independents Week	July 1 - July 7
National Picnic Month	August
Relaxation Day	Aug. 15
National Healthcare, Environmental Services and Housekeeping Week	Sep. 6 - 12

MARCH — JUNE

Garden Month	April
National Pet Day	Apr. 11
Earth Day	Apr. 22
National Arbor Day	Apr. 24
National Pet Month	May
New Home Owner's Day	May 1
Barbecue Day	May 1
National Maritime Date	May 22
National Safety Month	June
National Candy Month	June
National Great Outdoors Month	June

SEPTEMBER — DECEMBER

Fire Prevention Week	Oct. 3 - Oct. 9
Customer Service Week	Oct. 5 - Oct. 9
International Clean Air Day	Oct. 8
Recycling Awareness Month	November
Mason Jar Day	Nov. 30

Setting up your store for traditional holidays is a given, but you can use this calendar to inspire your customers with some unexpected celebrations. Send photos of your displays and let us know what other events you celebrate in your store at nhpa@YourNHPA.org.