

2010 RETAIL PROMOTIONAL CALENDAR

JANUARY

Jan California Dried Plum Digestive Health Month
 Jan Clean Up Your Computer Month
 Jan Financial Wellness Month
 Jan Get Organized Month
 Jan National Hot Tea Month
 Jan National Skating Month
 Jan National Soup Month
 Jan Oatmeal Month
 Jan 1-7 Diet Resolution Week
 Jan 4 Trivia Day
 Jan 8 Bubble Bath Day
 Jan 9 National Apricot Day
 Jan 10 National Cut Your Energy Costs Day
 Jan 11 National Clean-Off-Your-Desk Day
 Jan 12 National Pharmacist Day
 Jan 18-23 National Fresh Squeezed Juice Week
 Jan 18 Martin Luther King Day
 Jan 21 Get to Know Your Customer Day
 Jan 21-23 Women in Blue Jeans Days
 Jan 22 National Blonde Brownie Day
 Jan 23 National Handwriting Day
 Jan 23 National Pie Day
 Jan 29 National Puzzle Day

FEBRUARY

Feb American Heart Month
 Feb Bake For Family Fun Month
 Feb Feb. is Fabulous Florida Strawberry Month
 Feb National Cherry Month
 Feb National Children's Dental Health Month
 Feb National Pet Dental Health Month
 Feb National Weddings Month
 Feb Sweet Potato Month
 Feb Return Shopping Carts to the Supermarket Month
 Feb 1-7 Solo Diners Eat Out Week
 Feb 2 Groundhog Day
 Feb 5 National Wear Red Day
 Feb 5 Bubble Gum Day
 Feb 7 Super Bowl XLIV
 Feb 7-13 Jell-O Week
 Feb 9 White Shirt Day
 Feb 14-20 National Pancake Week
 Feb 14 Valentine's Day
 Feb 14-21 National Condom Week
 Feb 15 National Gumdrop Day
 Feb 15 President's Day
 Feb 16 Paczki Day

Feb 17 Lent Begins
 Feb 20 Love Your Pet Day
 Feb 25 National Chili Day

MARCH

Mar National Caffeine Awareness Month
 Mar National Craft Month
 Mar National Frozen Food Month
 Mar National Nutrition Month
 Mar National Umbrella Month
 Mar National Umbrella Month
 Mar Save Your Vision Month
 Mar 14 Check Your Batteries Day
 Mar 16 Lips Appreciation Day
 Mar 17 St. Patrick's Day
 Mar 20 National Quilting Day
 Mar 20-26 National Bubble Week
 Mar 25 Pecan Day
 Mar 29 Passover Begins
 Mar 29 National Mom and Pop Business Owners Day

APRIL

Apr Car Care Month
 Apr Customer Loyalty Month
 Apr Fresh Florida Tomato Month
 Apr National Decorating Month
 Apr National Kite Month
 Apr National Pecan Month
 Apr Soyfoods Month
 Apr Straw Hat Month
 Apr 1/May 9 National Card and Lettering Writing Days
 Apr 1/Sep 30 Home Improvement Time
 Apr 4 Easter
 Apr 5 National Deep Dish Pizza Day
 Apr 5-11 National Women's Nutrition Week
 Apr 9 National Cherish an Antique Day
 Apr 10 National Siblings Day
 Apr 11-17 National Karaoke Week
 Apr 12 National Licorice Day
 Apr 16 National Wear your Pajamas to Work Day
 Apr 18-24 Administrative Professionals Week
 Apr 22 Earth Day
 Apr 22 National Jelly Bean Day

MAY

May Get Caught Reading Month
 May Gifts From the Garden Month

May National Barbecue Month
 May National Bike Month
 May National Egg Month
 May National Good Car Keeping Month
 May National Hamburger Month
 May National Photo Month
 May National Physical Fitness and Sports Month
 May National Salad Month
 May National Salsa Month
 May National Sweet Vidalia Month
 May National Vinegar Month
 May 1 May Day
 May 1-7 Bread Pudding Recipe Exchange Week
 May 3-9 National Pet Week
 May 5 Cinco de Mayo
 May 5 Totally Chipotle Day
 May 6 No Diet Day
 May 9 Mother's Day
 May 9-15 Reading Is Fun Week
 May 10-16 Children's Book Week
 May 11 Eat What You Want Day
 May 12 National Receptionist Day
 May 15 National Chocolate Chip Day
 May 17-24 National Backyard Games Week
 May 21 National Bike to Work Day
 May 26 Blueberry Cheesecake Day
 May 31 Memorial Day

JUNE

Jun June Dairy Month
 Jun June is Perennial Gardening Month
 Jun National Bathroom Reading Month
 Jun National Candy Month
 Jun National Rose Month
 Jun National Safety Month
 Jun National Soul Food Month
 Jun National Steakhouse Month
 Jun 5-12 Clothesline Week
 Jun 6 National Yo-Yo Day
 Jun 7-13 National Business Etiquette Week
 Jun 13 Weed Your Garden Day
 Jun 14 Flag Day
 Jun 17 Eat Your Vegetables Day
 Jun 20 Father's Day
 Jun 26 Great American Backyard Campout

2010 RETAIL PROMOTIONAL CALENDAR *continued*

JULY

Jul	National Blueberries Month
Jul	Cell Phone Courtesy Month
Jul	National Ice Cream Month
Jul	National Grilling Month
Jul	National Horseradish Month
Jul	National Hot Dog Month
Jul 3	Red, White and Boom, Columbus OH
Jul 3–Aug 15	Air Conditioning Appreciation Days
Jul 4	Independence Day
Jul 18	National Ice Cream Day
Jul 18–24	National Independent Retailers Week
Jul 23	Gorgeous Grandma Day
Jul 24	National Drive-Thru Day
Jul 25	Parents Day

AUGUST

Aug	National Panini Month
Aug 1	Girlfriend's Day
Aug 1	Sisters' Day
Aug 5	National Underwear Day
Aug 7	National Mustard Day
Aug 15	Best Friend's Day
Aug 15	National Relaxation Day
Aug 20	Men's Grooming Day
Aug 21	National Men's Grooming Day
Aug 29	More Herbs, Less Salt Day

SEPTEMBER

Sep	Backpack Safety America Month
Sep	Better Breakfast Month
Sep	Go Wild During California Wild Rice Month
Sep	National Chicken Month
Sep	National Coupon Month
Sep	National Honey Month
Sep	National Mushroom Month
Sep	National Rice Month
Sep	National Skin Care Awareness Month
Sep	Fall Hat Month
Sep	Great American Low-Cholesterol, Low-Fat Pizza Bake Month
Sep 5–11	National Waffle Week
Sep 6	Labor Day
Sep 12	Video Games Day
Sep 12	National Grandparents Day
Sep 18	Int'l. Eat An Apple Day
Sep 20–24	National Love Your Files Week

Sep 20–26	National Clean Hands Week
Sep 26/10–2	National Keep Kids Creative Week
Sep 27	Family Day — A Day to Eat Dinner with your Children

OCTOBER

Oct	Eat Better, Eat Together Month
Oct	Go Hog Wild — Eat Country Ham Month
Oct	National Bake and Decorate Month
Oct	National Breast Cancer Awareness Month
Oct	National Chili Month
Oct	National Dental Hygiene Month
Oct	National Popcorn Poppin' Month
Oct	National Roller Skating Month
Oct	Spinach Lovers Month
Oct	Talk About Prescriptions Month
Oct	Vegetarian Month
Oct 1	National Denim Day
Oct 2–9	No Salt Week
Oct 3–9	Fire Prevention Week
Oct 4	Improve Your Home Office Day
Oct 4–10	Financial Planning Week
Oct 10	National Cake Decorating Day
Oct 10–16	Build Your Business with Business Cards Week
Oct 10–16	National Chestnut Week
Oct 11	Columbus Day
Oct 15	National Boss Day
Oct 16	Sweetest Day
Oct 23	iPod Day
Oct 24	Mother-in-Law Day
Oct 31	Halloween

NOVEMBER

Nov	National Georgia Pecan Month
Nov	National Pomegranate Month
Nov	National Roasting Month
Nov	Peanut Butter Lovers' Month
Nov 2	Election Day
Nov 3	Sandwich Day
Nov 4	National Men Make Dinner Day
Nov 8	Cook Something Bold and Pungent Day
Nov 11	Veteran's Day
Nov 15	National Bundt Day
Nov 17	Homemade Bread Day
Nov 21–27	National Game and Puzzle Week
Nov 25	Thanksgiving Day
Nov 26	National Flossing Day

DECEMBER

Dec	National Tie Month
Dec	Safe Toys and Gifts Month
Dec 1–7	Cookie Cutter Week
Dec 2–9	Chanukah
Dec 5	Bathtub Party Day
Dec 6	National Pawnbrokers Day
Dec 8	National Brownie Day
Dec 12	Poinsettia Day
Dec 24	National Egg Nog Day
Dec 25	Christmas
Dec 31	New Year's Eve

Retail promotion information compiled by:
The Ohio Council of Retail Merchants
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Pantone® Fashion + Home
2010 COLOR OF THE YEAR

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*Advertising Campaigns • Brand Strategy
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