



2012 Retail Promotions Calendar

JANUARY

January	California Dried Plum Digestive Health Month
January	Clean Up Your Computer Month
January	Financial Wellness Month
January	Get Organized Month
January	National Hot Tea Month
January	National Skating Month
January	Oatmeal Month
January	Be Kind to Food Servers Month
January 1-7	Diet Resolution Week
January 4	Trivia Day
January 9	BCS National Title Game
January 10	National Cut Your Energy Costs Day
January 16	Martin Luther King Day
January 17-23	National Fresh Squeezed Juice Week
January 19	Get to Know Your Customer Day
January 21	National Hugging Day
January 23	National Handwriting Day
January 23	National Pie Day
January 23-27	National Clean Out Your Inbox Week
January 28	National Seed Swap Day
January 30	National Bubble Wrap Appreciation Day

FEBRUARY

February	American Heart Month
February	Bake For Family Fun Month
February	February is Fabulous Florida Strawberry Month
February	National Cherry Month
February	National Children's Dental Health Month
February	National Pet Dental Health Month
February	National Weddings Month
February	Return Shopping Carts to the Supermarket Month
February	National Condom Month
February 1-7	Solo Diners Eat Out Week
February 2	Groundhog Day
February 3	National Wear Red Day
February 5	Super Bowl XLVI
February 12-18	Jell-O Week
February 14	Valentine's Day
February 14	National Donor Day
February 19-25	National Pancake Week
February 20	President's Day
February 21	FAT Tuesday
February 21	Paczki Day
February 22	Lent Begins
February 23	National Chili Day

MARCH

March	National Caffeine Awareness Month
March	National Craft Month
March	National Frozen Food Month
March	National Nutrition Month
March	National Peanut Month
March	National Pound Cake Day
March	National Umbrella Month
March	Save Your Vision Month
March 6-12	National Pancake Week
March 8	Organize Your Home Office Day
March 13	Check Your Batteries Day

March 13	Open an Umbrella Indoors Day
March 16	Lips Appreciation Day
March 17	St. Patrick's Day
March 19	National Quilting Day
March 25	Pecan Day
March 26	Make Up Your Own Holiday Day
March 29	National Mom and Pop Business Owners Day
March 31-April 30	National Kite Month

APRIL

April	Car Care Month
April	Customer Loyalty Month
April	Fresh Florida Tomato Month
April	National Decorating Month
April	National Kite Month
April	National Pecan Month
April	Soyfoods Month
April	Straw Hat Month
April 1-May 13	National Card & Letter Writing Days
April 1-Sept 30	Home Improvement Time
April 5	National Deep Dish Pizza Day
April 5-11	National Women's Nutrition Week
April 8	Easter
April 9	National Cherish an Antique Day
April 10	National Siblings Day
April 12	National Licorice Day
April 16	National Wear Your Pajamas to Work Day
April 17-23	National Karaoke Week
April 18	Passover Begins
April 18-24	Administrative Professionals Week
April 22	Earth Day
April 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 Good Car Keeping Month
May	National Hamburger Month
May	National Photo Month
May	National Physical Fitness & 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 1-7	National Pet Week
May 2-8	Children's Book Week
May 5	Cinco de Mayo
May 5	Totally Chipotle Day
May 6	No Diet Day
May 9	National Receptionist Day
May 11	Eat What You Want Day
May 13	Mother's Day
May 18	National Bike to Work Day
May 21-28	National Backyard Games Week
May 28	Memorial Day

JUNE

June	June Dairy Month
June	June is Perennial Gardening Month
June	National Bathroom Reading Month
June	National Rose Month
June	National Safety Month
June	National Soul Food Month
June	National Steakhouse Month
June 3-9	National Business Etiquette Week
June 4-11	Clothesline Week
June 14	Flag Day
June 17	Father's Day
June 23	Great American Backyard Campout

JULY

July	National Blueberries Month
July	Cell Phone Courtesy Month
July	National Ice Cream Month
July	National Grilling Month
July	National Horseradish Month
July	National Hot Dog Month
July 3	Red, White & Boom, Columbus OH
July 3-Aug 15	Air Conditioning Appreciation Days
July 4	Independence Day
July 15	National Ice Cream Day
July 22	Parent's Day
July 23	Gorgeous Grandma Day
July 24	National Drive-Thru Day
July 26	National Chili Dog Day

AUGUST

August 1	Girlfriend's Day
August 4	National Mustard Day
August 5	National Underwear Day
August 5	Sisters' Day
August 15	Best Friend's Day
August 15	National Relaxation Day
August 29	More Herbs, Less Salt Day

SEPTEMBER

September	Backpack Safety America Month
September	National Chicken Month
September	National Coupon Month
September	National Honey Month
September	National Mushroom Month
September	National Rice Month
September	National Skin Care Awareness Month
September	Fall Hat Month
September	Great American Low-Cholesterol, Low Fat Pizza Bake Month
September 2-8	National Waffle Week
September 3	Labor Day
September 9	National Grandparents Day
September 12	Video Games Day
September 15	Int'l. Eat An Apple Day
September 16-22	National Clean Hands Week
September 17-18	Rosh Hashanah
September 23-30	National Keep Kids Creative Week
September 24	Family Day – A Day to Eat Dinner With Your Children
September 26	Yom Kippur

OCTOBER

October	Go Hog Wild – Eat Country Ham Month
October	National Bake and Decorate Month
October	National Breast Cancer Awareness Month
October	National Chili Month
October	National Dental Hygiene Month
October	National Popcorn Poppin' Month
October	National Roller Skating Month
October	Spinach Lovers Month
October	Talk About Prescriptions Month
October	Vegetarian Month
October 1-7	Financial Planning Week
October 3-10	No Salt Week
October 5	National Denim Day
October 8	Columbus Day (Observance)
October 7-13	Fire Prevention Week
October 14-20	National Chestnut Week
October 15	National Cake Decorating Day
October 16	National Boss' Day
October 20	Sweetest Day
October 23	iPod Day
October 28	Mother-in-Law's Day
October 31	Halloween

NOVEMBER

November	National Georgia Pecan Month
November	Peanut Butter Lovers' Month
November 1	National Men Make Dinner Day
November 3	Sandwich Day
November 6	Election Day
November 8	Cook Something Bold and Pungent Day
November 11	Veterans Day
November 15	National Bundt Day
November 17	Homemade Bread Day
November 22	Thanksgiving Day
November 23	Black Friday
November 23	National Flossing Day
November 26	Cyber Monday

DECEMBER

December 2	Advent Begins
December 5	Bathtub Party Day
December 6	National Pawnbrokers Day
December 9-16	Chanukah
December 12	Poinsettia Day
December 14	National Salesperson's Day
December 24	Christmas Eve
December 25	Christmas
December 31	New Year's Eve

Compiled by:

The Ohio Council of Retail Merchants

50 West Broad Street, Suite 2020

Columbus, OH 43215

(614) 221-7833

www.ocrm.net