



## Publicity Planning for 2010

### This Year's Special Days/Weeks/Months & Events\*

\*Credit to Chase's Calendar of Events

#### **JANUARY**

Financial Wellness Month  
Get Organized Month  
National Glaucoma Awareness Month  
National Mentoring Month  
Shape Up US Month  
National Volunteer Blood Donor Month

#### **JANUARY SPECIAL DAYS/WEEKS**

1 – New Year's Day  
17-23 – Healthy Weight Week  
18 – Martin Luther King, Jr. Day  
25-29 – National Take Back Your Time Week  
31 – The Grammy Awards/NFL Pro Bowl

#### **FEBRUARY**

February Sweeps (February 4-March 3)  
American Heart Month  
National Black History Month  
National Children's Dental Health Month  
Marfan Syndrome Awareness Month  
National Time Management Month

#### **FEBRUARY SPECIAL DAYS/WEEKS**

1-7 – Women's Heart Week  
2 – Ground hog Day  
7 – Super Bowl Sunday (Miami, FL)  
7-14 – Congenital Heart Defect Awareness Week  
12-28 – 21st Winter Olympics (Vancouver, Canada)  
14 – Valentine's Day, Chinese New Year (year of the Tiger),  
Daytona 500  
15 – President's Day  
16 – Fat Tuesday Mardi Gras  
17 – Ash Wednesday  
22 – Washington's Birthday

#### **MARCH**

National Chronic Fatigue Syndrome Awareness Month  
National Colorectal Cancer Awareness Month  
National Eye Donor Month  
National Kidney Month  
National Multiple Sclerosis Education Awareness Month  
National Nutrition Month  
Poison Prevention Awareness Month  
Save Your Vision Month  
National Women's History Month

#### **MARCH SPECIAL DAYS/WEEKS**

7 – The Academy Awards  
8-14 – National Sleep Awareness Week  
14 – Daylight Savings Time begins  
14-20 – National Poison Prevention Week  
15-19 – National Wildlife Week  
17 – St. Patrick's Day  
20 – First Day of Spring  
27 – Earth Hour (lights out from 8:00-9:00 PM)  
28 – Palm Sunday  
30 – Passover

**APRIL**

Alcohol Awareness Month  
 Cancer Control Month  
 Car Care Month  
 Prevention of Animal Cruelty Month  
 Rosacea Awareness Month  
 Stress Awareness Month  
 World Habitat Awareness Month

**APRIL SPECIAL DAYS/WEEKS**

1 – All Fools' Day  
 1-7 – Testicular Cancer Awareness Week  
 2 – Good Friday  
 4 – Easter  
 7 – World Health Day  
 15 – Federal Income Taxes Due  
 21 – Administrative Professionals Day  
 22 – Earth Day

**MAY**

May Sweeps Month (April 29 – May 26)  
 National Allergy/Asthma Awareness Month

National Arthritis Month  
 Asian/Pacific Heritage Month  
 National Barbecue Month  
 Fibromyalgia Education and Awareness Month  
 Healthy Vision Month  
 National Hepatitis Awareness Month  
 Huntington's Disease Awareness Month  
 Melanoma/Skin Cancer Detection Awareness Month  
 Mental Health Month  
 National Military Appreciation Month  
 Motorcycle Safety Month  
 Older Americans Month  
 National Osteoporosis Prevention Month  
 National Stroke Awareness Month  
 Women's Health Care Month

**MAY SPECIAL DAYS/WEEKS**

1 – May Day, Kentucky Derby  
 2-8 – National Anxiety and Depression Awareness Week  
 2-8 – Teacher Appreciation Week  
 5 – Cinco de Mayo  
 9 – Mother's Day  
 15 – Armed Forces Day  
 16-22 – National Transportation Week  
 30 – Indianapolis 500  
 31 – Memorial Day

**JUNE**

Child Vision Awareness Month  
 Childhood Cancer Campaign Month  
 Gay and Lesbian Pride Month  
 Great Outdoors Month  
 Safety Month  
 Vision Research Month

**JUNE SPECIAL DAYS/WEEKS**

5 – World Environment Day  
 6-12 – National Headache Awareness Week  
 7 – National Cancer Survivor's Day  
 14 – Flag Day  
 20 – Father's Day  
 21 – Summer Begins

**JULY**

July Sweeps (July 1-28)  
 Cell Phone Courtesy Month  
 National Grilling Month  
 National Recreation and Parks Month  
 Social Wellness Month

**JULY SPECIAL DAYS/WEEKS**

4 – Independence Day  
 11 – FIFA World Cup Final  
 14 – Bastille Day  
 15 – World Youth Day  
 18 – Mandela Day  
 18-23 – Special Olympics National Games (Lincoln, Nebraska)  
 18-25 – Restless Leg Syndrome Education and Awareness Week

## **AUGUST**

Cataract Awareness Month  
Children's Eye Health and Safety Month  
National Immunization Awareness Month  
Neurosurgery Outreach Month  
National Inventor's Month  
Spinal Muscular Atrophy Awareness Month

## **AUGUST SPECIAL DAYS/WEEKS**

11 – First of Ramadan  
13 (the only Friday the 13th in 2010)  
20-29 – Little League Baseball World Series  
23-27 – National Safe at Home Week  
29 – The Emmy Awards  
30-September 12 – US Open Tennis Championship

## **SEPTEMBER**

Atrial Fibrillation Month  
Attention Deficit Hyperactivity Disorder Month  
Childhood Cancer Awareness Month  
Gynecologic Cancer Awareness Month  
National Hispanic Heritage Month (Sept. 15-Oct. 15)  
Ovarian Cancer Awareness Month  
September is Healthy Aging Month  
National Sickle Cell Month  
National Skin Care Awareness Month

## **SEPTEMBER SPECIAL DAYS/WEEKS**

5-11 – National Suicide Prevention Week  
6 – Labor Day  
9 – Rosh Hashanah  
11 – Patriot Day  
12 – Grandparent's Day  
17 – Constitution Day  
18 – Yom Kippur  
19-25 – Prostate Cancer Awareness Week  
23 – Autumn Begins  
26-October 2 – National Adult Immunization Awareness Week  
28 – World Heart Day

## **OCTOBER**

National Animal Safety and Protection Month  
National Breast Cancer Month  
Celiac Disease Awareness Month  
National Dental Hygiene Month  
National Down Syndrome Awareness Month  
Dyslexia Awareness Month  
Emotional Wellness Month  
National Liver Awareness Month  
Long-Term Care Planning Month  
Rett Syndrome Awareness Month  
National RSV Awareness Month  
National Spina Bifida Awareness Month  
Vegetarian Month

## **OCTOBER SPECIAL DAYS/WEEKS**

3-9 – Fire Prevention Week  
3-9 – Mental Illness Awareness Week  
4 – Child Health Day, United Nations World Habitat Day  
4-10 – Financial Planning Week  
11 – Columbus Day  
16 – National Boss Day, Sweetest Day, World Food Day  
24 – United Nations Day  
31 – Halloween

## **NOVEMBER**

November sweeps (October 28-November 24)  
National AIDS Awareness Month  
National Alzheimer's Disease Month  
American Diabetes Month  
Diabetic Eye Disease Month  
National Family Caregivers Month  
National Lung Cancer Awareness Month  
National Marrow Awareness Month  
Vegan Month

## **NOVEMBER SPECIAL DAYS/WEEKS**

2 – Election Day  
7 – Daylight Savings Time ends  
11 – Veterans Day  
14 – World Diabetes Day  
15 – America Recycles Day  
20 – Great American Smokeout  
25 – Thanksgiving

**DECEMBER**

National Drunk and Drugged Driving Prevention Month  
Safe Toys and Gifts Month

**DECEMBER SPECIAL DAYS/WEEKS**

1 – World AIDS Day  
2 - Hanukkah  
7 – Pearl Harbor Remembrance Day  
10 – Human Rights Day  
21 – Winter Begins  
25 - Christmas