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21

CONTENT CALANDAR

DATES, EVENTS, THEMES, AND MORE!





01

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NOTES:

- JANUARY 01: NEW YEAR'S DAY
- JANUARY 02: NATIONAL PET TRAVEL SAFETY DAY
- JANUARY 05 : NATIONAL BIRD DAY
- JANUARY 06: NATIONAL CUDDLE UP DAY
- JANUARY 14: NATIONAL DRESS UP YOUR PET DAY
- JANUARY 18: MARTIN LUTHER KING JR. DAY
- JANUARY 21: NATIONAL HUG DAY
- JANUARY 22: NATIONAL ANSWER YOUR CAT'S QUESTION DAY
- JANUARY 24: CHANGE A PET'S LIFE DAY
- JANUARY 29: NATIONAL SEEING EYE DOG DAY

- NATIONAL TRAIN YOUR DOG MONTH
- WALK YOUR PET MONTH
- ADOPT A RESCUED BIRD MONTH
- UNCHAIN A DOG MONTH



02

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NOTES:

- FEBRUARY 02: GROUNDHOG DAY
- FEBRUARY 7-14: HAVE A HEART FOR CHAINED DOGS WEEK
- FEBRUARY 14: VALENTINE'S DAY
- FEBRUARY 14: PET THEFT AWARENESS DAY
- FEBRUARY 15: PRESIDENT'S DAY
- FEBRUARY 20 : LOVE YOUR PET DAY
- FEBRUARY 21-28: NATIONAL JUST FOR ANIMALS WEEK
- FEBRUARY 22: NATIONAL WALK YOUR DOG DAY
- FEBRUARY 23: SPAY DAY (USA)
- FEBRUARY 25: WORLD SPAY DAY

- PET DENTAL HEALTH MONTH
- DOG TRAINING EDUCATION MONTH
- NATIONAL CAT HEALTH MONTH
- RESPONSIBLE PET OWNERS MONTH
- NATIONAL PREVENT A LITTER MONTH
- SPAY AND NEUTER AWARENESS MONTH
- ADOPT A RESCUED RABBIT MONTH





03

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NOTES:

- MARCH 03: IF PETS HAD THUMBS DAY
- MARCH 05: EMPLOYEE APPRECIATION DAY
- MARCH 7-13: PROFESSIONAL PET SITTERS WEEK
- MARCH 08: INTERNATIONAL WOMEN'S DAY
- MARCH 13: K9 VETERANS DAY
- MARCH 14: DAYLIGHT SAVINGS
- MARCH 17: ST. PATRICK'S DAY
- MARCH 20: INTERNATIONAL DAY OF HAPPINESS
- MARCH 23: NATIONAL PUPPY DAY
- MARCH 23: CUDDLY KITTEN DAY
- MARCH 21-27: NATIONAL POISON PREVENTION WEEK
- MARCH 28: RESPECT YOUR CAT DAY
- MARCH 30: TAKE A WALK IN THE PARK DAY

POISON PREVENTION AWARENESS MONTH
 ADOPT A RESCUED GUINEA PIG MONTH



04

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NOTES:

APRIL 03: EVERY DAY IS TAG DAY

APRIL 04: EASTER SUNDAY

APRIL 6: NATIONAL SIAMESE CAT DAY

APRIL 10: NATIONAL HUG YOUR DOG DAY

APRIL 10: NATIONAL FARM ANIMALS DAY

APRIL 11: NATIONAL PET DAY

APRIL 11-17: NATIONAL DOG BITE PREVENTION WEEK

APRIL 17-23: NATIONAL PET ID WEEK

APRIL 18-24: ANIMAL CRUELTY AWARENESS WEEK

APRIL 19: NATIONAL CAT LADY DAY

APRIL 21: BULLDOGS ARE BEAUTIFUL DAY

APRIL 21: NATIONAL ADMIN PROFESSIONALS DAY

APRIL 23: NATIONAL LOST DOG AWARENESS DAY

APRIL 24: WORLD VETERINARY DAY

APRIL 25: NATIONAL HAIRBALL AWARENESS DAY

APRIL 25: NATIONAL PET PARENTS DAY

APRIL 28: INTERNATIONAL GUIDE DOGS DAY

APRIL 30: NATIONAL TABBY DAY

APRIL 30: NATIONAL ADOPT A SHELTER PET DA

NATIONAL HEART WORM AWARENESS MONTH
NATIONAL GREYHOUND ADOPTION MONTH
NATIONAL PET FIRST AID AWARENESS MONTH
PREVENTION OF CRUELTY TO ANIMALS MONTH
PREVENT LYME DISEASE IN DOGS MONTH





05

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NOTES:

- MAY 02-08: NATIONAL PET WEEK
- MAY 02-08: BE KIND TO ANIMALS WEEK
- MAY 03-09: PUPPY MILL ACTION WEEK
- MAY 05: CINCO DE MAYO
- MAY 08: NATIONAL DISASTER PREPAREDNESS DAY
- MAY 09: MOTHER'S DAY
- MAY 15: ARMED FORCES DAY
- MAY 20: NATIONAL RESCUE DOG DAY
- MAY 31: MEMORIAL DAY

- CHIP YOUR PET MONTH
- PET CANCER AWARENESS MONTH
- NATIONAL PET MONTH
- LYME DISEASE PREVENTION MONTH
- NATIONAL SERVICE DOG EYE EXAMINATION MONTH



06

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NOTES:

JUNE 04 : HUG YOUR CAT DAY

JUNE 06-12: PET APPRECIATION WEEK

JUNE 10: WORLD PET MEMORIAL DAY

JUNE 19: JUNETEENTH

JUNE 20: FATHER'S DAY

JUNE 21-25: TAKE YOUR PET TO WORK WEEK

JUNE 21: TAKE YOUR CAT TO WORK DAY

JUNE 24: CAT WORLD DOMINATION DAY

JUNE 25: TAKE YOUR DOG TO WORK DAY

JUNE 28: NATIONAL INSURANCE AWARENESS DAY

ADOPT-A-CAT MONTH

NATIONAL PET PREPAREDNESS MONTH

NATIONAL MICROCHIPPING MONTH





07

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NOTES:

- JULY 1: CANADA DAY
- JULY 4: INDEPENDENCE DAY
- JULY 10: NATIONAL KITTEN DAY
- JULY 15: NATIONAL PET FIRE SAFETY DAY
- JULY 31 : MUTT'S DAY

NATIONAL LOST PET PREVENTION MONTH
NATIONAL PET HYDRATION AWARENESS MONTH
NATIONAL DOGHOUSE REPAIRS MONTH



08

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NOTES:

- AUGUST 08 : WORLD CAT DAY
- AUGUST 10: SPOIL YOUR DOG DAY
- AUGUST 16: NATIONAL TELL A JOKE DAY
- AUGUST 22: NATIONAL TAKE YOUR CAT TO THE VET DAY
- AUGUST 26: NATIONAL DOG DAY
- AUGUST 30: NATIONAL HOLISTIC PET DAY

IMMUNIZATION AWARENESS MONTH
ITCHY PET AWARENESS MONTH





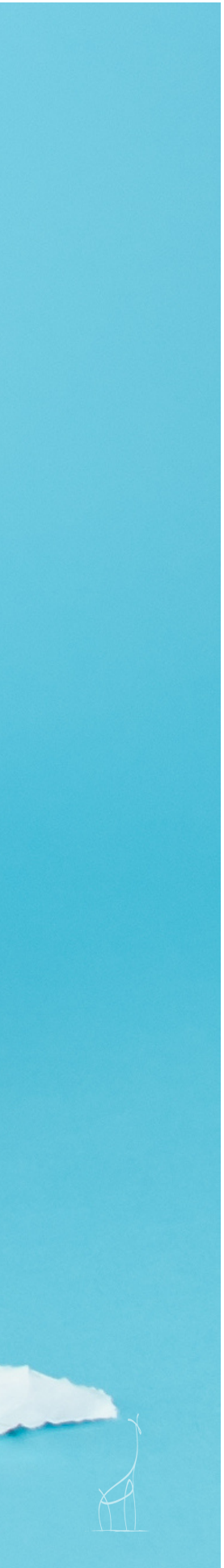
09

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NOTES:

- SEPTEMBER 6: LABOR DAY
- SEPTEMBER 11: PATRIOT DAY
- SEPTEMBER 12 : NATIONAL PET MEMORIAL DAY
- SEPTEMBER 13-19: ADOPT A LESS ADOPTABLE PET WEEK
- SEPTEMBER 18: RESPONSIBLE DOG OWNERSHIP DAY
- SEPTEMBER 19-25 NATIONAL DEAF PET AWARENESS WEEK; NATIONAL DOG WEEK
- SEPTEMBER 23: DOGS IN POLITICS DAY
- SEPTEMBER 25: INTERNATIONAL RABBIT DAY

- NATIONAL SUICIDE PREVENTION AWARENESS MONTH
- CATALYST COUNCIL'S HAPPY CAT MONTH
- ANIMAL PAIN AWARENESS MONTH
- NATIONAL DISASTER PREPAREDNESS MONTH
- NATIONAL FOOD & SAFETY EDUCATION MONTH
- NATIONAL SERVICE DOG MONTH
- RESPONSIBLE DOG OWNERSHIP MONTH



10

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NOTES:

OCTOBER 01-07: NATIONAL WALK YOUR DOG WEEK
OCTOBER 03-09: ANIMAL HEALTH WEEK
OCTOBER 09: NATIONAL PET OBESITY AWARENESS DAY
OCTOBER 11: CANADIAN THANKSGIVING
OCTOBER 15: BOSS' DAY
OCTOBER 17-23: NATIONAL VET TECH WEEK
OCTOBER 29: NATIONAL CAT DAY
OCTOBER 31: HALLOWEEN

NATIONAL ADOPT A SHELTER DOG MONTH
NATIONAL ANIMAL SAFETY & PROTECTION MONTH
NATIONAL PET WELLNESS MONTH





11

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NOTES:

- NOVEMBER 01: PET GROOMER APPRECIATION DAY
- NOVEMBER 7: DAYLIGHT SAVINGS ENDS
- NOVEMBER 11: VETERAN'S DAY
- NOVEMBER 13: WORLD KINDNESS DAY
- NOVEMBER 25: THANKSGIVING DAY (USA)
- NOVEMBER 29: FIRST DAY OF HANUKKAH
- NOVEMBER 30: GIVING TUESDAY

- ADOPT A SENIOR PET MONTH
- NATIONAL PET CANCER AWARENESS MONTH
- NATIONAL PET DIABETES MONTH



12

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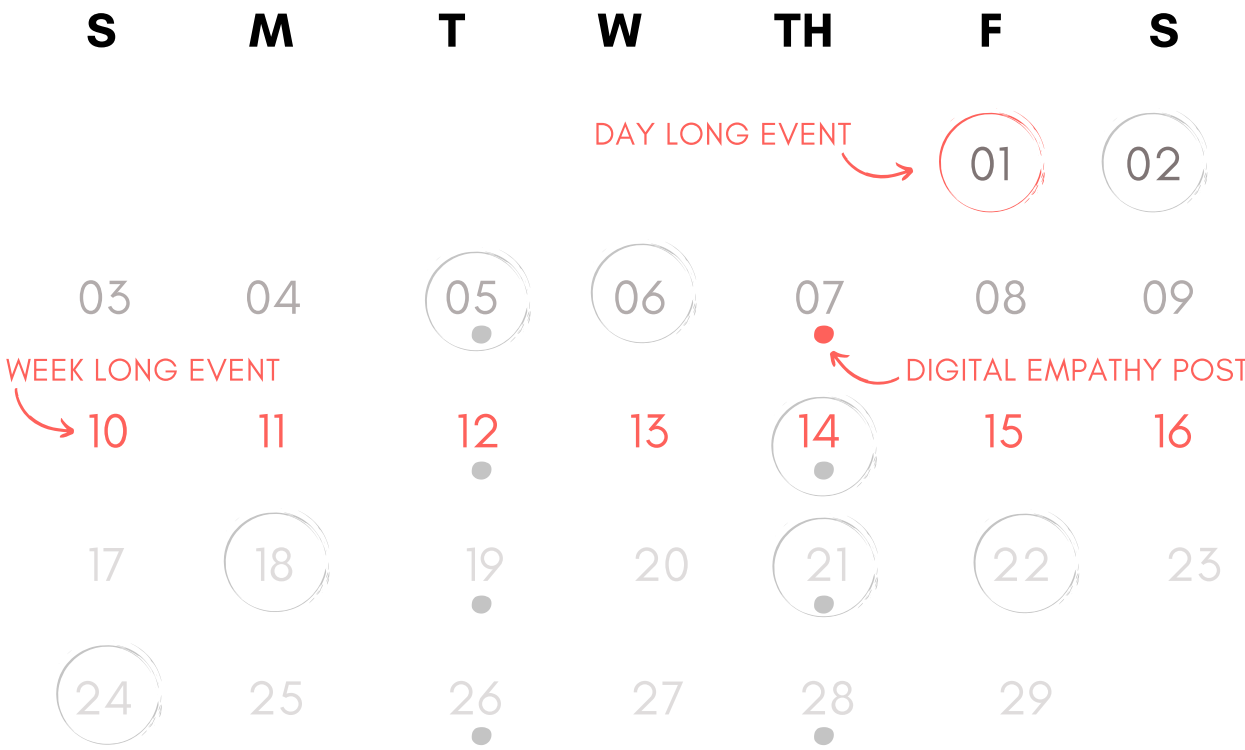
NOTES:

DECEMBER 2: NATIONAL MUTT DAY
DECEMBER 6: LAST DAY OF HANUKKAH
DECEMBER 7: PEARL HARBOR
DECEMBER 24: CHRISTMAS EVE
DECEMBER 25: CHRISTMAS DAY
DECEMBER 31: NEW YEAR'S EVE





KEY



- NOTES:**
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