

# 2002

jan feb mar apr may jun jul aug sep oct nov dec

***promotional  
calendar***

## January 2002

Book Blitz Month  
Bread Machine Baking Month  
Celebration of Life Month  
Coffee Gourmet International Month  
Family Fit Lifestyle Month  
Fat Free Living Month  
International Life Balance Month  
International Quality of Life Month  
National Be On-Purpose Month  
National Clean Up Your Computer Month  
National Eye Care Month  
National Glaucoma Awareness Month  
National Hot Tea Month  
National Personal Self-Defense Awareness Month  
National Poverty in America Awareness Month  
National Reaching Your Potential Month  
National Thyroid Awareness Month  
Oatmeal Month

1 New Year's Day  
1 Universal Hour of Peace  
1-7 Diet Resolution Week  
1-7 New Year's Resolution Week

1-6 Lose Weight/Feel Great Week  
4 Trivia Day  
6-12 "Someday We'll Laugh About This" Week  
7 First U.S. Commercial Bank (1782)  
7-11 National Graves' Disease Awareness Week  
7-11 National Thank Your Customers Week  
7 Organize Your Home Day  
8 Elvis Presley's Birthday (1935)  
10-20 Sundance Film Festival  
11-18 International Thank You Days  
13 First Radio Broadcast (1910)  
14 National Clean-Off-Your-Desk Day  
14-19 Man Watchers Week  
15 Martin Luther King, Jr.'s Birthday (1929)  
15 First Super Bowl (1967)  
15 Humanitarian Day  
15-19 National Fresh-Squeezed Juice Week  
16 Religious Freedom Day  
17 Get to Know Your Customer Day  
20-26 Healthy Weight Week  
20 World Religion Day  
21 Martin Luther King, Jr. Day  
21 National Hugging Day  
22 Celebration of Life Day  
23 National Compliment Day

24 Women's Healthy Weight Day  
25 Fun At Work Day  
27-2/2 Catholic School Week  
29 National Puzzle Day

## March 2002

American Red Cross Month  
Ethics Awareness Month  
International Listening Awareness Month  
Irish American Heritage Month  
Mental Retardation Awareness Month  
Music In Our Schools Month  
National Chronic Fatigue Syndrome Awareness Month  
National Craft Month  
National Collision Awareness Month  
National Colorectal Cancer Awareness Month  
National Eye Donor Month  
National Frozen Food Month  
National Kidney Month  
National Nutrition Month  
National On-Hold Month  
National Talk With Your Child About Sex Month  
National Umbrella Month  
National Women's History Month  
Optimism Month  
Poison Prevention Awareness Month  
Rosacea Awareness Month  
Save Your Vision Month  
School Spring Breaks  
Women's History Month  
Workplace Eye Health and Safety Month  
Youth Art Month

1 National Pig Day  
1 Peace Corps Founded (1961)  
1 National Salesperson's Day  
1-7 Return the Borrowed Books Week  
2 Read Across America Day  
3 I Want You To Be Happy Day  
3 National Anthem Day  
3-9 Save Your Vision Week  
4 Hug a GI Day  
4-8 National School Breakfast Week  
5 Peace Corps Day  
5-11 National Chocolate Chip Cookie Week  
6 Stop Bad Service Day  
6-12 National Procrastination Week  
8 Employee Appreciation Day  
8 International Working Women's Day  
9 Barbie Debuts (1959)  
9 Panic Day  
10 Telephone Invented (1862)  
10-16 Girl Scout Week  
12 National Organize Your Home Office Day  
13 Good Samaritan Involvement Day  
13-4/15 Deaf History Month  
15 Ides of March  
17 St. Patrick's Day  
17-23 National Agriculture Week  
17-23 National Poison Prevention Week  
17-23 National Spring Fever Week  
17-23 Pulmonary Rehabilitation Week  
18-24 Anonymous Giving Week  
20 Great American Meatout  
20 National Agriculture Day  
20 Proposal Day  
20 Spring Begins  
21 Single Parents Day  
24 National Family Day  
24 Palm Sunday  
24-30 National Cleaning Week  
26 American Diabetes Alert Day  
28 Passover (Starts sundown on 3/27)  
28 Maundy Thursday  
29 Good Friday  
29 National Mom and Pop Business Owners Day  
30-5/5 National Kite Month  
31 Easter Sunday

## April 2002

Alcohol Awareness Month  
Animal Cruelty Prevention Month  
Cancer Control Month  
Couple Appreciation Month  
International Amateur Radio Month  
International Customer Loyalty Month  
Keep America Beautiful Month  
Mathematics Education Month  
National Autism Awareness Month  
National Child Abuse Prevention Month  
National Grilled Cheese Sandwich Month  
National Humor Month  
National Lawn and Garden Month  
National Pecan Month  
National Pet First Aid Awareness Month  
National Poetry Month  
National Sexually Transmitted Disease Education and Awareness Month  
National Smile Month  
National Soft Pretzel Month  
National Woodworking Month  
National Youth Sports Safety Month  
Women's Eye Health and Safety Month

1 April Fool's Day  
1 Lupus Alert Day  
1 National Fun Day at Work  
1-7 Egg Salad Week  
1-7 Golden Rule Week  
1-7 Laugh at Work Week  
1-7 Medication Safety Week  
1-7 National Sleep Awareness Week  
1-7 Testicular Cancer Awareness Week  
2 International Children's Book Day  
2 Reconciliation Day  
4 National Alcohol Screening Day  
5 National Equal Pay Day  
5-7 Alcohol-Free Weekend  
6 Anniversary of 1st Modern Olympic Games (1896)  
7 Check Your Batteries Day  
7 Daylight Saving Time begins  
7 No Housework Day  
7 World Health Day  
7-13 National Boys and Girls Club Week  
7-13 National Garden Week  
7-13 National Week of the Ocean  
8 International Feng Shui Awareness Day  
10 National Siblings Day  
10 Salvation Army Founder's Day (1829)  
11 Barbershop Quartet Day  
11 National D.A.R.E. Day  
14-18 Explore Your Career Options Week  
14-20 National Infant Immunization Week  
14-20 National Organ & Tissue Donor Awareness Week  
14-20 National Women's Nutrition Week  
15 First McDonald's Opens (1955)  
15 Income Tax Day  
15-19 National Credit Education Week  
15-21 National Minority Cancer Awareness Week  
15-21 Astronomy Week  
15-21 Young People's Poetry Week  
16-20 Consumer Awareness Week  
18 Pet Owner's Independence Day  
21-27 National Crime Victim's Rights Week  
21-27 National Karaoke Week  
21-27 National Volunteer Week  
21-27 Reading is Fun Week  
22 Earth Day  
21-27 Administrative Professionals Week  
22-26 National Playground Safety Week  
22-28 National TV Turnoff Week  
22-28 National Wildlife Week  
24 Administrative Professionals Day  
25 Take Our Daughters to Work Day  
26 National Arbor Day  
28 Kiss Your Mate Day  
30 Hairstylist Appreciation Day  
30 International Walk Day

## February 2002

AMD/Low Vision Awareness Month  
American Heart Month  
Celebration of Chocolate  
International Boost Self-Esteem Month  
International Expect Success Month  
Library Lover's Month  
Marfan Syndrome Awareness Month  
National African American History Month  
National Bird Feeding Month  
National Cherry Month  
National Children's Dental Health Month  
National Sign Up For Summer Camp Month  
National Snack Food Month  
National Weddings Month  
Return Shopping Carts to the Supermarket Month  
Wise Health Consumer Month

1 National Freedom Day  
1 Women's Heart Health Day  
2 Groundhog Day  
3 Diabetes Sunday  
3 Endangered Species Act Anniversary (1973)  
3 Halfway Point of Winter  
3-10 I Hate Financial Planning Awareness Week  
4-9 National Consumer Protection Week  
4-8 National School Counseling Week  
5 Dump Your "Significant Jerk" Day  
6 Pay-a-Compliment Day  
6-13 Great American Pizza Bake  
7 Nat'l Girls and Women in Sports Day

8 Boy Scouts of America Founded (1910)  
8 Laugh and Grow Rich Day  
8-24 Winter Olympics  
10 Diabetes Sunday  
10-16 Cardiac Rehabilitation Week  
10-16 Celebration of Love Week  
10-16 Heart Failure Awareness Week  
10-16 Homes for Birds Week  
10-16 International Flirting Week  
10-16 National Pancake Week  
11-17 National Child Passenger Safety Awareness Week  
11 Satisfied Staying Single Day  
12 Chinese New Year (Year of the Horse)  
12 Lincoln's Birthday  
12 Mardi Gras  
13 Ash Wednesday  
13-20 National Condom Week  
14 Congenital Heart Defect Awareness Day  
14 Race Relations Day  
14 Valentine's Day  
17 Diabetes Sunday  
17-24 International Friendship Week  
17-24 National FFA Week  
18 Presidents' Day  
20-27 Eating Disorders Awareness Week  
22 Washington's Birthday  
22-24 Second Honeymoon Weekend  
22-28 Jewish Heritage Week  
24 Diabetes Sunday  
26 Spay Day USA  
28 Floral Design Day

## May 2002

Asian Pacific American Heritage Month	5-11	Teacher Appreciation Week
Better Hearing and Speech Month	6	Melanoma Monday
Better Sleep Month	6	No Diet Day
Breathe Easy Month	6-12	National Nurses Day and Week
Clean Air Month	7	National Teacher Day
Direct Deposit Month	8	National Receptionist Day
Family Support Month	8	No Socks Day
Get Caught Reading Month	8	World Red Cross Day
Melanoma/Skin Cancer Detection and Prevention Month	10	National Family-Owned Furniture Store Day
National Allergy/Asthma Awareness Month	10	National Small Business Day
National Arthritis Month	11	Eat What You Want Day
National Barbecue Month	12	Mother's Day
National Bike Month	12-6/16	National Family Month
National Book Month	12-18	National Emphysema Awareness Week
National Correct Posture Month	12-18	National Nursing Home Week
National Egg Month	12-18	National Police Week
National Good Car-Keeping Month	12-18	National Running and Fitness Week
National Hamburger Month	12-18	National Transportation Week
National Hepatitis Awareness Month	12-18	Police Week
National High Blood Pressure Education Month	12-18	Universal Family Week
National Mental Health Month	13-18	National Etiquette Week
National Moving Month	13-18	National Stuttering Awareness Week
National Neurofibromatosis Awareness Month	15	National Employee Health and Fitness Day
National Osteoporosis Prevention Month	15	Peace Officer Memorial Day
National Physical Fitness and Sports Month	17	National Bike to Work Day
National Prom Graduation Safety Month	17-27	International Pickle Week
National Salad Month	18	Armed Forces Day
National Salsa Month	18	International Museum Day
National Scholarship Month	18	Preakness Stakes (Middle Jewel in the "Triple Crown")
National Sight Saving Month	18	Visit Your Relatives Day
National Stroke Awareness Month	18-24	National Safe Boating Week
Older Americans Month	19	International AIDS Candlelight Memorial
Women's Health Care Month	19-25	National Emergency Medical Services Week
	19-25	National New Friends, Old Friends Week
	20	Buckle Up America! Week
1 May Day	20	Victoria Day (Canada)
1 National Anxiety Disorders Screening Day	20-27	National Backyard Games Week
2 National Prayer Day	21	National Clergy Day
2 Sibling Appreciation Day	21	National Waitstaff Day
4 Kentucky Derby (First Jewel in the "Triple Crown")	22	National Maritime Day
4 National Weather Observer's Day	23	World Turtle Day
4 Relationship Renewal Day	24	Brother's Day
4-11 National Safe Kids Week	24	Morning Radio Wise Guy Day
5 Cinco de Mayo	25	International Jazz Day
5-11 National Family Week	25	National Missing Children's Day
5-11 National Pet Week	25	National Tap Dance Day
5-11 National Suicide Awareness Week	27	Memorial Day
5-11 National Tourism Week	29	National Senior Health and Fitness Day
5-11 Small Business Week	31	World No-Tobacco Day

## July 2002

Anti-Boredom Month		
Cell Phone Courtesy Month	4	Independence-From-Meat Day
Herbal/Prescription Awareness Month	7	Father-Daughter Take a Walk Together Day
National Baked Bean Month	7-13	Take Charge of Change Week
National Blueberry Month	8-14	Nude Recreation Week
National Foreign Language Month	14-20	National Therapeutic Recreation Week
National Hot Dog Month	15	National Ice Cream Day
National Recreation and Parks Month	15	National Get Out of the Doghouse Day
	17	Disneyland Opened Anniversary (1955)
1 Canada Day (Canada)	21	National Ice Cream Day
2 "I Forgot" Day	21-27	National Independent Retailers Week
3-8/15 Air Conditioning Appreciation Days	23	Hot Enough for Ya Day
	24	Cousins Day
3 Stay Out of the Sun Day	25-31	National Salad Week
4 Independence Day	28	Parent's Day

## June 2002

Adopt-a-Shelter Cat Month	5	National Tailors Day
Cancer From the Sun Month	5	World Environment Day
Child Vision Awareness Month	5-12	Black Single Parent's Week
Children's Awareness Month	8	Belmont Stakes (Final Race in the "Triple Crown")
Dairy Month	9	Abused Women and Children's Awareness Day
Fireworks Safety Month	9-15	National Flag Week
Gay and Lesbian Pride Month	10-16	Meet a Mate Week
International Men's Month	10-16	National Little League Baseball Week
National Iced Tea Month	10-16	National Men's Health Week
National Rivers Month	14	Family History Day
National Rose Month	14	Flag Day
National Safety Month	14-16	Dollars Against Diabetes (DAD's) Day
National Trails Day	15	Join Hands Day
Sports America Kids Month	16	Family Awareness Day
Perennial Gardening Month	16	Father's Day
Turkey Lovers' Month	16-22	National Forgiveness Week
School's Out for Summer Break	18	National Splurge Day
Student Safety Month	21	Baby Boomers Recognition Day
Vision Research Month	21	Summer Begins
	21	Take Your Dog to Work Day
1-7 International Volunteers Week	23	America's Kids Day
1-7 Special Education Week	23	Let It Go Day
1-7 Stepparents' Week	23-30	Amateur Radio Week
1-9 National Fishing Week	24-28	Take Your Pet to Work Week
2 National Cancer Survivors Day	27	Decide to be Married Day
2-8 National Headache Awareness Week	27	National HIV Testing Day
	28-7/5	National Prevention of Eye Injuries Awareness Week
2-8 National Hug Holiday Week	30-7/6	Special Recreation Week
3-10 National Homeowners Week		

## August 2002

	8	Admit You're Happy Day
Admit You're Happy Month	10	National Garage Sale Day
Cataract Awareness Month	10-16	National Resurrect Romance Week
Children's Vision and Learning Month	11-17	National Resurrect Romance Week
Family Fun Month	11-18	Don't Wait — Celebrate! Week
May Your Reading Be A Haven Month	12	International Youth Day
National Back-to-School Month	15	National Relaxation Day
National Inventors' Month	18	Bad Poetry Day
	18-24	National Friendship Week
1 Respect For Parents Day	19	National Aviation Day
1-7 Simplify Your Life Week	19	Stay Home With Your Kids Day
1-7 World Breastfeeding Week	22	Be An Angel Day
3 National Mustard Day	25	Kiss and Make-Up Day
4 Coast Guard Day	25-31	Be Kind To Humankind Week
4 Sisters' Day	26	Women's Equality Day
5-9 Psychic Week	28	Anniversary of Radio Commercials (1922)
6 National Fresh Breath Day	29	More Herbs, Less Salt Day
6 National Night Out		

## September 2002

Attention Deficit Hyperactivity Disorder Month	8-14	National 5-A-Day Week
Baby Safety Month	8-14	Protecting Your Home Furnishings Week
Childhood Cancer Month	9	National Boss/Employee Exchange Day
Children's Eye Health and Safety Month	9-14	Substitute Teachers Appreciation Week
Children's Good Manners Month	10	Swap Ideas Day
College Savings Month	11	American Tragedy First Anniversary
Healthy Aging Month	13-14	Bald Is Beautiful Convention
International Self Awareness Month	14	Celebrate Pregnant Women Day
Leukemia Awareness Month	15	Women's Friendship Day
Library Card Sign Up Month	15-21	Balance Awareness Week
Menopause Awareness Month	15-21	Build A Better Image Week
National Biscuit Month	15-21	National Farm Animals Awareness Week
National Chicken Month	15-21	National Farm Safety and Health Week
National Cholesterol Education Month	15-10/15	National Hispanic Heritage Month
National Coupon Month	15-21	National Singles Week
National Honey Month	15-21	Prostate Cancer Awareness Week
National Little League Month	15-22	National Rehabilitation Awareness Celebration
National Mushroom Month	16	Yom Kippur (starts sundown on 9/15)
National Organic Harvest Month	16	Mexican Independence Day
National Piano Month	16-22	Ovarian Cancer Awareness Week
National Potato Month	17	Citizenship Day
National Rice Month	17-23	Constitution Week
National School Success Month	20	National POW/MIA Recognition Day
National Sewing Month	21-29	Religious Freedom Week
National Sickle Cell Month	22	American Business Women's Day
Ovarian Cancer Awareness Month	22	Dear Diary Day
Pain Awareness Month	22	Elephant Appreciation Day
Self-Improvement Month	22	National Centennarians Day
Shameless Promotion Month	22	National Good Neighbor Day
Update Your Resume Month	22-28	Deaf Awareness Week
	22-28	Minority Enterprise Development Week
1-2 Jerry Lewis Muscular Dystrophy Association Telethon	22-28	National Dog Week
1-7 National Childhood Injury Prevention Week	22-28	National Older Workers Employment Week
1-7 National Waffle Week	23	Autumn Begins
1-7 Self-University Week	23-27	Angel Celebration Week
2 Labor Day	24-28	National Food Service Employees Week
7 Federal Lands Cleanup Day	25	National One-Hit Wonder Day
7-8 Rosh Hashanah (Starts sundown on 9/7)	27	Ancestor Appreciation Day
8 International Literacy Day	27	World Tourism Day
8 National Grandparents Day	28	National Hunting and Fishing Day
8-14 Biscuits and Gravy Week	28-29	Family Health and Fitness - USA
8-14 National Assisted Living Week	30-10/4	Teller Appreciation Week
	30-10/5	Nuclear Medicine Week

## November 2002

American Diabetes Month	5	General Election Day
Aviation History Month	6	National Young Reader's Day
Diabetic Eye Disease Month	7	National Men Make Dinner Day
Epilepsy Awareness Month	8	Cook Something Bold and Pungent Day
I am so Thankful Month	8	National Ample Time Day
International Drum Month	8	National Parents as Teachers Day
International Impotence Education Month	8-14	Pursuit of Happiness Week
Lung Cancer Awareness Month	10-16	National Hug a Veteran Week
National Adoption Month	11	Veterans Day
National AIDS Awareness Month	12	Chicken Soup for the Soul Day
National Alzheimer's Disease Month	13	World Kindness Day
National American Indian Heritage Month	14	National American Teddy Bear Day
National Author's Day	15	America Recycles Day
National Family Caregivers Month	16	International Day for Tolerance
National Healthy Skin Month	17	Homemade Bread Day
National Hospice Month	17-23	American Education Week
National Marrow Awareness Month	17-19	National Donor Sabbath
Orphan Disease Month	18-24	National Children's Book Week
National Peanut Butter Lovers' Month	19	Have A Bad Day
Vegan Month	19	National Community Education Day
	19-25	National Family Caregivers Week
1 National Family Literacy Day	21	National Great American Smokeout Day
1 Vinegar Day	24-30	National Family Week
1-7 National Fig Week	24-30	National Game and Puzzle Week
1-7 World Communications Week	24-12/1	National Bible Week
2 Anniversary of the First Scheduled Radio Broadcast (1920)	27	What Do You Love About America Day
2 Plan Your Epitaph Day	28	Thanksgiving Day
2 Sadie Hawkins Day	28-1/1	MADD's Tie One on For Safety
3-9 National Split Pea Soup Week	29	Black Friday
4-8 Kid's Goal Setting Week	29	Electronic Greetings Day
	30	Computer Security Day
	30-12/7	Chanukah

## October 2002

Adopt-A-Shelter Dog Month	1-7	National Long-Term Care Planning Week
America's Walk For Diabetes	2	National Custodial Workers Day
Auto Battery Safety Month	4	Lee National Denim Day
Computer Learning Month	4	World Smile Day
Co-op Awareness Month	6	National German-American Day
Diversity Awareness Month	6	Physician Assistant (PA) Day
Dryer Vent Safety Awareness Month	6-12	Fire Prevention Week
Family Health Month	6-12	Get Organized Week
Gay and Lesbian History Month	6-12	Mental Illness Awareness Week
Go Hog Wild — Eat Country Ham Month	6-12	National Chili Week
Health Literacy Month	7	National Metric Week
Lupus Awareness Month	7	Child Health Day
National Animal Safety and Awareness Month	7	World Herbal Health Day
National Apple Jack Month	10	National Depression Screening Day
National Breast Cancer Awareness Month	10	World Mental Health Day
National Car Care Month	11	National Coming Out Day
National Communicate with Your Kid Month	11	World Egg Day
National Cookie Month	13-19	National Adult Immunization Awareness Week
National Crime Prevention Month	13-19	National School Lunch Week
National Dental Hygiene Month	13-19	Teen Read Week
National Depression Education and Awareness Month	14	Be Bald and Be Free Day
National Disability Employment Awareness Month	14	Columbus Day
National Domestic Violence Awareness Month	14-18	International Credit Union Week
National Down Syndrome Month	14-18	National Pet Peeve Week
National Family Sexuality Education Month	14-20	National Health Education Week
National Liver Awareness Month	15	National Grouch Day
National Orthodontic Health Month	16	National Boss Day
National Physical Therapy Month	16	World Food Day
National Popcorn Poppin' Month	19	Evaluate Your Life Day
National Pizza Month	19	Sweetest Day
National Pork Month	20	National Shut-In Visitation Day
National Roller Skating Month	20-26	National Character Counts Week
National Sarcastic Awareness Month	20-26	National Forest Products Week
National Seafood Month	20-26	National Massage Therapy Awareness Week
National Service Dog Month	20-26	National Save Your Back Week
National Skin Care Awareness Week	20-26	National School Bus Safety Week
National Spina Bifida Prevention Month	20-26	Pastoral Care Week
National Spinal Health Month	21	National Day of Concern About Young People and Gun Violence
National Stamp Collecting Month	21-25	National Business Women's Week
National SIDS Awareness Month	21-29	World Rainforest Week
October Frozen Food Festival	24	United Nations Day
Pediatric Cancer Awareness Month	25	Cartoonists Against Crime Day
Polish American Heritage Month	25-31	Chicken Soup for the Laughing Soul Treat Week
Substance Abuse Prevention Month	26	Make A Difference Day
Talk About Prescriptions Month	27	Cranky Co-Workers Day
Vegetarian Awareness Month	27	Daylight Saving Time ends
	27	Mother-In-Law Day
1 Disney World Opened Anniversary (1971)	28	Bring Your Jack-O-Lantern to Work Day
1 International Day of Older Persons	31	Halloween
1 World Vegetarian Day	31	National Magic Day
1-5 No Salt Week	31	National UNICEF Day

## December 2002

Bingo's Birthday Month (1929)	10	Human Rights Day
Christmas Festivals/Parades/Shows	10	National Children's Memorial Day
National Drunk and Drugged Driving Prevention Month	14	International Shareware Day
National Stress-Free Family Holidays Month	15	Bill Of Rights Day
Safe Toys and Gifts Month	15-21	International Language Week
Universal Human Rights Month	20	Underdog Day
	21	Humbug Day
	21	Winter Begins
1 World AIDS Day	25	Christmas
1-7 Cookie Cutter Week	26	Boxing Day (Canada)
1-7 Tolerance Week	26	Day After Christmas Sales
2 Pan American Health Day	26-1/1	Kwanzaa
5 Bath tub Party Day	26	National Whiner's Day
7 Pearl Harbor Day (1941)	31	New Year's Eve