

— 2010 —

RAB PROMOTIONAL CALENDAR



JANUARY 2010



Monthly Events:

- Book Blitz Month
- California Dried Plum Digestive Health Month
- Carnival Season
- Financial Wellness Month
- International Creativity Month
- National Clean Up Your Computer Month
- National Get Organized Month
- National Glaucoma Awareness Month
- National Hot Tea Month
- National Mail Order Gardening Month
- National Mentoring Month
- National Personal Self-Defense Awareness Month
- National Poverty Awareness In America Month
- National Radon Action Month
- National Skating Month
- National Volunteer Blood Donor Month
- Oatmeal Month
- Self-Help Group Awareness Month

Weekly Events:

- National Lose Weight/Feel Great Week 1/1 - 1/8
- Home Office Safety and Security Week 1/3 - 1/9
- North American International Auto Show 1/11 - 1/24
- Healthy Weight Week 1/17 - 1/23
- Sundance Film Festival 1/21 - 1/31
- National Nurse Anesthetists Week 1/24 - 1/30
- National Medical Group Practice Week 1/25 - 1/29

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 New Year's Day Canada: Polar Bear Swim	2
3 Drinking Straw Patented (1888)	4 Pop Music Chart Introduced (1936)	5	6 Epiphany	7	8 Elvis Presley Birthday	9
10 National Cut Your Energy Costs Day	11	12	13 First Radio Broadcast 100th Anniversary	14	15	16 Religious Freedom Day
17 Golden Globes Awards	18 Martin Luther King, Jr. Day	19	20 Camcorder Developed (1982)	21 Wolfman Jack Birthday (1938)	22	23 National Handwriting Day National Pie Day
24	25 Bubble Wrap Appreciation Day	26	27	28	29	30 Beatles Rooftop Concert (1969)
31 Grammy Awards						

FEBRUARY 2010



Monthly Events:

- AAM/Low Vision Awareness Month
- American Heart month
- Bake For Family Fun Month
- Marfan Syndrome Awareness Month
- National Black History Month
- National Cherry Month
- National Children's Dental Health Month
- National Parent Leadership Month
- National Pet Dental Health Month
- National Weddings Month
- Sweet Potato Month
- Women's Heart Week
- Youth Leadership Month

Weekly Events:

- International Networking Week 2/1 - 2/5
- Children's Author & Illustrators Week 2/1 - 2/6
- National Patient Recognition Week 2/1 - 2/7
- Library Lovers Week 2/1 - 2/28
- Jell-O® Week 2/7 - 2/12
- Congenital Heart Defect Awareness Week 2/7 - 2/14
- International Flirting Week 2/8 - 2/14
- National Engineers Week 2/14 - 2/20
- National Pancake Week 2/14 - 2/20
- Carnival 2/15 - 2/16
- National Eating Disorders Awareness Week 2/21 - 2/27

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 Freedom Day: Anniversary	2 Groundhog Day	3 National Girls And Women In Sports Day	4 USO Founded (1941) Rosa Parks Birthday (1913)	5 Bubble Gum Day National Wear Red Day	6
7 Super Bowl XLIV	8 Boy Scouts Founded (1910)	9	10	11	12 Darwin Day Abraham Lincoln Birthday (1809) NAACP Founded (1909)	13
14 Chinese New Year National Donor Day Race Relations Day Valentine's Day	15 Presidents' Day	16 International Pancake Day Mardi Gras	17 Ash Wednesday (Beginning of Lent)	18	19	20
21	22 George Washington Birthday (1732)	23 Spay Day USA	24	25 National Chili Day	26 FCC Created (1934)	27
28 Purim						

MARCH 2010



Monthly Events:

- American Red Cross Month
- Colorectal Cancer Awareness Month
- Credit Education Month
- Deaf History Month
- Expanding Girls' Horizons in Science & Engineering Month
- Honor Society Awareness Month
- Irish-American Heritage Month
- Music In Schools Month
- National Caffeine Awareness Month
- National Chronic Fatigue Syndrome Awareness Month
- National Eye Donor month
- National Frozen Food Month
- National Kidney Month
- National March Into Literacy Month
- National Multiple Sclerosis Education & Awareness Month
- National Nutrition Month
- National Peanut Month
- National Social Work Month
- National Social Work Month
- National Umbrella Month
- National Women's History Month
- Poison Prevention Awareness Month
- Save Your Vision Month
- Small Press Month
- Workplace Eye Health & Safety Month
- Youth Art Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 National Pig Day	2 Read Across America Day	3 National Anthem Day	4 National Grammar Day	5 World Day of Prayer	6
	Peace Corps Founded (1961)					
7 Academy Awards	8	9 Organize Your Home Office Day	10	11	12 Girl Scouts Founded	13 Geneology Day
14 Check Your Batteries Day Daylight Savings Begins	15 Ides of March	16 Lips Appreciation Day	17 St. Patrick's Day	18 National Biodiesel Day	19	20 National Quilting Day First Day of Spring
21	22	23 American Diabetes Alert Day	24 World Tuberculosis Day	25 Pecan Day	26	27 Quirky Country Music Song Titles Day
28	29 Natl. Mom and Pop Business Owners Day	30 Doctor's Day	31 Cesar Chavez Birthday (1927)			

Weekly Events:

- National Procrastination Week 3/1 - 3/7
- National School Breakfast Week 3/8 - 3/12
- National Sleep Awareness Week 3/8 - 3/14
- National Agriculture Week 3/14 - 3/20
- National Animal Poison Prevention Week 3/14 - 3/20
- National Poison Prevention Week 3/14 - 3/20
- National Wildlife Week 3/15 - 3/19
- International Brain Awareness Week 3/15 - 3/21
- National Cleaning Week 3/28 - 4/3

APRIL 2010

Monthly Events:

Alcohol Awareness Month
 Cancer Control Month
 Car Care Month
 Child Abuse Prevention Month
 Emotional Overeating Awareness Month
 Fresh Florida Tomato Month
 Grande Month
 Jazz Appreciation Month
 National Card and Letter Writing Month
 National Donate Life Month
 National Kite Month
 National Pecan Month
 National Poetry Month
 National Sexual Assault Awareness & Prevention Month
 National STDs Education & Awareness Month
 National Youth Sports Safety Month
 Prevention of Animal Cruelty Month
 Rosacea Awareness Month
 School Library Media Month
 Soyfoods Month
 Stress Awareness Month

Weekly Events:

National Cleaning Week 3/28 - 4/3
 Passover 3/30 - 4/6
 Medication Safety Week 4/1 - 4/7
 Testicular Cancer Awareness Week 4/1 - 4/7
 National Week of the Ocean 4/4 - 4/10
 National Blue Ribbon Week 4/4 - 4/10
 National Networking Week 4/5 - 4/11
 NAB 2010 4/10 - 4/15
 National Karaoke Week 4/11 - 4/17
 Pan American Week 4/11 - 4/17
 Pediatric Nurse Practitioner Week 4/11 - 4/17
 National Library Week 4/11 - 4/17
 Administrative Professionals Week 4/18 - 4/24
 National Volunteer Week 4/18 - 4/24
 National Coin Week 4/18 - 4/24
 Cleaning For A Reason Week 4/18 - 4/24
 Consumer Awareness Week 4/19 - 4/24
 National Window Safety Week 4/19 - 4/25
 Global Youth Service Days 4/23 - 4/25
 National Playground Safety Week 4/25 - 4/30

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 April Fool's Day	2 Good Friday Reconciliation Day	3
4 Easter	5 National Deep Dish Pizza Day	6 Drowsy Driver Awareness Day	7 National Day of Hope	8 National D.A.R.E. Day	9	10 National Siblings Day
11 International 'Louie Louie' Day	12 National Licorice Day	13 Be Kind To Lawyers Day Thomas Jefferson Day	14 Pan American Day	15 Income Tax Pay Day First McDonald's Opens (1955)	16 National Stress Awareness Day	17 Record Store Day
18 Adult Autism Awareness Day Paul Revere's Ride Anniversary (1775)	19 Boston Marathon (114th running)	20	21 Administrative Professionals Day	22 Earth Day National Jelly Bean Day	23	24
25 Malaria Awareness Day	26	27 National Teach Children To Save Day	28	29 Zipper Patented (1913)	30 National Arbor Day Hairball Awareness Day	

MAY 2010

Monthly Events:

Arthritis Awareness Month
 Asian American and Pacific Islander Heritage Month
 Better Hearing and Speech Month
 Fibromyalgia Education & Awareness Month
 Get Caught Reading Month
 Go Fetch! National Food Drive for Homeless Animals
 Healthy Vision Month
 Huntington's Disease Awareness Month
 Jewish American Heritage Month
 Motorcycle Safety Month
 National Allergy/Asthma Awareness Month
 National Barbecue Month
 National Bike Month
 National Egg Month
 National Family Week
 National Hamburger Month
 National Hepatitis Awareness Month
 National Mental Health Month
 National Military Appreciation Month
 National Moving Month
 National Osteoporosis Awareness and Prevention Month
 National Photo Month
 National Physical Fitness and Sports Month
 National Preservation Month
 National Salad Month
 National Salsa Month
 National Smile Month
 National Stroke Awareness Month
 National Vinegar Month
 Older Americans Month
 Personal History Month
 Strike Out Strokes Month
 Tennis Month
 Ultraviolet Awareness Month
 Women's Health Care Month
 Young Achievers/Leaders of Tomorrow Month

Weekly Events:

Be Kind To Animals Week 5/2 - 5/8
 Goodwill Industries Week 5/2 - 5/8
 National Anxiety and Depression Awareness Week 5/2 - 5/8
 National Pet Week 5/2 - 5/8
 Teacher Appreciation Week 5/2 - 5/8
 National Wildflower Week 5/2 - 5/9
 National Nurses Week 5/6 - 5/12
 National Nursing Home Week 5/9 - 5/15
 National Police Week 5/9 - 5/15
 Reading Is Fun Week 5/9 - 5/15
 National Etiquette Week 5/10 - 5/14
 National Stuttering Awareness Week 5/10 - 5/16
 Children's Book Week 5/10 - 5/16
 National Dog Bite Prevention Week 5/16 - 5/22
 National Transportation Week 5/16 - 5/22
 National Backyard Games Week 5/17 - 5/24
 National Safe Boating Week 5/22 - 5/28

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Kentucky Derby May Day Mother Goose Day School Principals' Day
2	3 Melanoma Monday	4 Childhood Depression Awareness Day National Teacher Day	5 Cinco de Mayo	6 National Day of Prayer	7	8 Letter Carriers 'Stamp Out Hunger' Food Drive National Tourism Day National Train Day World Fair Trade Day World Red Cross Day V-E Day (1945)
9 Mother's Day	10 World Lupus Day	11	12 Limerick Day National Receptionists Day National School Nurse Day	13	14	15 Peace Officer Memorial Day Preakness Stakes
16	17 Armed Forces Day World Hypertension Day	18 International Museum Day	19	20	21 National Bike to Work Day National Waitstaff Day	22
23 World Turtle Day	24	25 National Missing Children's Day National Tap Dance Day Star Wars Released (1977)	26 National Senior Health and Fitness Day	27	28 Amnesty International Founded (1961)	29 International Jazz Day
30 Indianapolis 500 Race	31 Memorial Day					

JUNE 2010



Monthly Events:

- Adopt A Shelter-Cat Month
- Cancer From The Sun Month
- Children's Vision Awareness Month
- Dairy Alternatives Month
- Firework Safety Month
- Great Outdoors Month
- International Men's Month
- International Surf Music Month
- June Dairy Month
- LGBT Pride Month
- National Accordion Awareness Month
- National Aphasia Awareness Month
- National Bathroom Reading Month
- National Candy Month
- National Rose Month
- National Safety Month
- National Soul Food Month
- National Steakhouse Month
- Perennial Gardening Month
- Potty Training Awareness Month
- Skyscraper Month
- Sports America Kids Month
- Student Safety Month
- Vision Research Month

Weekly Events:

- National Headache Awareness Week 6/1 - 6/30
- National Automotive Service Professionals Week 6/1 - 6/30
- National Flag Week 6/13 - 6/19
- Carpenter Ant Awareness Week 6/20 - 6/26
- National Prevention of Eye Injuries Awareness Week 6/28 - 7/5

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 National Go Barefoot Day	2 National Bubba Day	3	4	5 Belmont Stakes National Trails Day
		Say Something Nice Day National Cancer Survivors Day				
6 Children's Awareness Memorial Day D-Day Anniversary National Cancer Survivors Day	7	8 World Ocean Day	9	10 Alcoholics Anonymous Founded (1935)	11 World Cup Begins (South Africa)	12
13 Multicultural American Child Awareness Day Abused Women & Children Day	14 Flag Day	15 Nature Photography Day	16	17	18	19 World Juggling Day
20 Father's Day World Refugee Day	21 First Day of Summer Lawn Tennis Championships (Wimbledon) Begin	22 National Columnists Day Stupid Guy Thing Day	23 Public Service Day	24 National Bomb Pop Day	25 World's Ugliest Dog Contest	26 Great American Backyard Campout
27 National HIV Testing Day	28	29	30			

JULY 2010



Monthly Events:

- Bereaved Parents Awareness Month
- Cell Phone Courtesy Month
- Family Reunion Month
- Herbal/Prescription Interaction Awareness Month
- International Women With Alopecia Month
- National Black Family Month
- National Blueberries Month
- National Child-Centered Divorce Month
- National Grilling Month
- National Horseradish Month
- National Hot Dog Month
- National Ice Cream Month
- National Recreation and Parks Month
- Sandwich Generation Month
- Smart Irrigation Month
- Women's Motorcycle Month

Weekly Events:

- National Prevention of Eye Injuries Awareness Week 6/28 - 7/5
- Nude Recreation Week 7/5 - 7/11
- Sports Cliche Week 7/11 - 7/17
- National Farrier's Week 7/11 - 7/17
- National Rabbit Week 7/15 - 7/21
- National Independent Retailers Week 7/18 - 7/24

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Canada: Canada Day	2	3 Tour de France Begins
4 Independence Day	5 Bikini Debuts (1946)	6 Lennon Met McCartney	7	8	9 Canada: Calgary Stampede	10
11 World Cup Final	12	13 "Live Aid" Concerts Anniversary (1985) MLB: All-Star Game	14	15	16	17 Disneyland Opened (1955)
18 National Ice Cream Day	19 National "Get Out Of The Doghouse" Day	20	21	22	23	24 National Day of the Cowboy National Drive-Thru Day
25 Parents Day	26	27	28	29 National Chili Dog Day	30	31

AUGUST 2010



Monthly Events:

Audio Book Appreciation Month
 Cataract Awareness Month
 Children's Eye Health And Safety Month
 National Immunization Awareness Month
 National Inventors' Month
 National Panini Month
 National Spinal Muscular Atrophy Month
 National Win With Civility Month

Weekly Events:

Single Working Women's Week 8/1 - 8/7
 World Breastfeeding Week 8/1 - 8/7
 Assistance Dog Week 8/8 - 8/14
 Elvis Week 8/10 - 8/16
 National Aviation Week 8/15 - 8/21
 National Safe At Home Week 8/23 - 8/27

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Girlfriend's Day National Minority Donor Awareness Day	2	3 National Night Out	4 Coast Guard Day	5 National Underwear Day	6	7 National Mustard Day
8 World Wide Web Created (1990)	9 PGA Championship Begins Sturgis Rally Begins	10	11 Ramadan Begins	12 Vinyl Record Day	13 Friday the 13th	14 National Garage Sale Day
15 Woodstock Anniversary (1969)	16	17	18 Bad Poetry Day	19 'Black Cow' Root Beer Float Created National Aviation Day	20 National Men's Grooming Day	21 National Homeless Animals Day
22	23	24	25	26 Women's Equality Day	27 Oil and Gas Industry Appreciation Day	28 Radio Commercials Anniversary (1922)
29 Michael Jackson Birthday (1958) Hurricane Katrina 5-Year Anniversary	30 US Open Championship Begins	31				

SEPTEMBER 2010



Monthly Events:

- ADHD Disorder Month
- Backpack Safety America Month
- Childhood Cancers Awareness Month
- College Savings Month
- Gynecologic Cancer Awareness Month
- Healthy Aging Month
- Library Card Sign-Up Month
- Mold Awareness Month
- National Preparedness Month
- National Alcohol and Drug Addiction Recovery Month
- National Chicken Month
- National Coupon Month
- National Hispanic Heritage Month
- National Honey Month
- National Mushroom Month
- National Ovarian Cancer Month
- National Piano Month
- National Rice Month
- National Sickle Cell Month
- National Skin Care Awareness Month
- Responsible Dog Ownership Month (AKC)
- Shameless Promotion Month
- Sports and Home Eye Safety Month

Weekly Events:

- National Suicide Prevention Week 9/5 - 9/11
- National Waffle Week 9/5 - 9/11
- National Payroll Week 9/6 - 9/10
- National Assisted Living Week 9/12 - 9/18
- Constitution Week 9/17 - 9/23
- Deaf Awareness Week 9/19 - 9/25
- National Farm Safety and Health Week 9/19 - 9/25
- Prostate Cancer Awareness Week 9/19 - 9/25
- Tolkien Week 9/19 - 9/25
- National Chimney Safety Week 9/26 - 10/2
- National Adult Immunization Awareness Week 9/26 - 10/2

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2 V-J Day (1945)	3	4 Paul Harvey Birthday (1918) STA-BIL Nationals Championship Lawn Mower Race
5	6 Labor Day	7 Google Founded (1998)	8 International Literacy Day	9 Rosh Hashanah	10	11 Patriot Day
12 National Grandparents' Day	13 National Celiac Awareness Day	14	15	16 Mayflower Day (1620)	17 National POW/MIA Recognition Day	18 Yom Kippur International Coastal Cleanup
19 International Talk Like A Pirate Day	20	21 World Alzheimer's Day	22 First Day of Autumn	23	24 National Punctuation Day Love Note Day	25 Family Health & Fitness Day National One-Hit Wonder Day National Public Lands Day
26 Johnny Appleseed Birthday (1774) Shamu's 25th Birthday	27 Ancestor Appreciation Day	28	29 National Women's Health and Fitness Day Veterans Of Foreign Wars Established	30		

OCTOBER 2010



Monthly Events:

Adopt A Shelter-Dog Month
 Celiac Disease Awareness Month
 Children's Magazine Month
 Co-op Awareness Month
 Domestic Violence Awareness Month
 Dyslexia Awareness Month
 German-American Heritage Month
 Halloween Safety Month
 Long-Term Care Planning Month
 National Animal Safety & Protection Month
 National Bake and Decorate Month
 National Breast Cancer Awareness Month
 National Chili Month
 National Chiropractic Month
 National Crime Prevention Month
 National Cyber Security Awareness Month
 National Dental Hygiene Month
 National Depression Education & Awareness Month
 National Disability Employment Awareness Month
 National Down Syndrome Awareness Month
 National Liver Awareness Month
 National Orthodontic Health Month
 National Physical Therapy Month
 National Popcorn Poppin Month
 National Reading Group Month
 National Roller Skating Month
 National Spina Bifida Awareness Month
 National Stamp Collecting Month
 Polish-American Heritage Month
 Raptor Month
 Spinach Lovers Month
 Vegetarian Month

Weekly Events:

National Chimney Safety Week 9/26 - 10/2
 National Adult Immunization Awareness Week 9/26 - 10/2
 Albuquerque International Balloon Fiesta 10/2 - 10/10
 Fire Prevention Week 10/3 - 10/9
 Mental Illness Awareness Week 10/3 - 10/9
 National Work From Home Week 10/3 - 10/9
 Financial Planning Week 10/4 - 10/10
 World Space Week 10/4 - 10/10
 National Food Bank Week 10/10 - 10/16
 World Rainforest Week 10/10 - 10/16
 National School Lunch Week 10/11 - 10/15
 National School Bus Safety Week 10/17 - 10/23
 Teen Read Week 10/17 - 10/23

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 National Denim Day National Diversity Day World Vegetarian Day	2
3	4 Child Health Day World Habitat Day	5 World Teachers Day	6 National German-American Day	7	8	9
10	11 Canada: Thanksgiving Day Columbus Day National Coming Out Day	12	13	14	15 Boss's Day National Mammography Day	16 World Food Day
17	18	19	20	21 Get Smart About Credit Day	22	23
24 Mother-In-Law Day United Nations Day	25	26	27	28	29	30 War of the Worlds Broadcast (1938)
31 Halloween National UNICEF Day						

NOVEMBER 2010



Monthly Events:

- American Diabetes Month
- Aviation History Month
- Lung Cancer Awareness Month
- National Adoption Month
- National AIDS Awareness Month
- National Alzheimer's Disease Month
- National American Indian Heritage Month
- National Family Caregivers Month
- National Marrow Awareness Month
- National Pomegranate Month
- Peanut Butter Lovers Month
- Prematurity Awareness Month

Weekly Events:

- National Donor Sabbath 11/12 - 11/14
- American Education Week 11/14 - 11/20
- National Game & Puzzle Week 11/21 - 11/27

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 National Authors' Day	2 First Scheduled Radio Broadcast: 90th Anniversary National Traffic Directors Day Plan Your Epitaph Day	3 Cliche Day Sandwich Day	4 National Men Make Dinner Day	5	6 Sadie Hawkins Day
7 Daylight Savings Time Ends	8 World Orphans Day	9 National Young Reader's Day	10	11 Veteran's Day	12	13
14	15 American Recycles Day	16	17	18 Great American Smokeout	19	20
21	22	23	24	25 Thanksgiving Day	26	27
28	29	30 Computer Security Day				

DECEMBER 2010



Monthly Events:

- Bingo's Birthday Month
- National Drunk & Drugged Driving Prevention Month
- National Tie Month
- Operation Santa Paws
- Safe Toys and Gifts Month

Weekly Events:

- Cookie Cutter Week 12/1 - 12/7
- Chanukah 12/2 - 12/9
- Human Rights Week 12/10 - 12/17
- Halcyon Days 12/14 - 12/28
- Kwanzaa 12/26 - 1/1

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 World AIDS Day Rosa Parks Day	2 Chanukah Begins Special Education Day	3	4
5	6	7 Pearl Harbor Remembrance Day	8	9	10 National Salesperson's Day Human Rights Day	11
12	13	14	15 Bill of Rights Day	16	17	18
19	20	21 First Day of Winter	22	23	24 Christmas Eve	25 Christmas
26 Kwanzaa Begins	27	28	29	30	31 New Year's Eve	