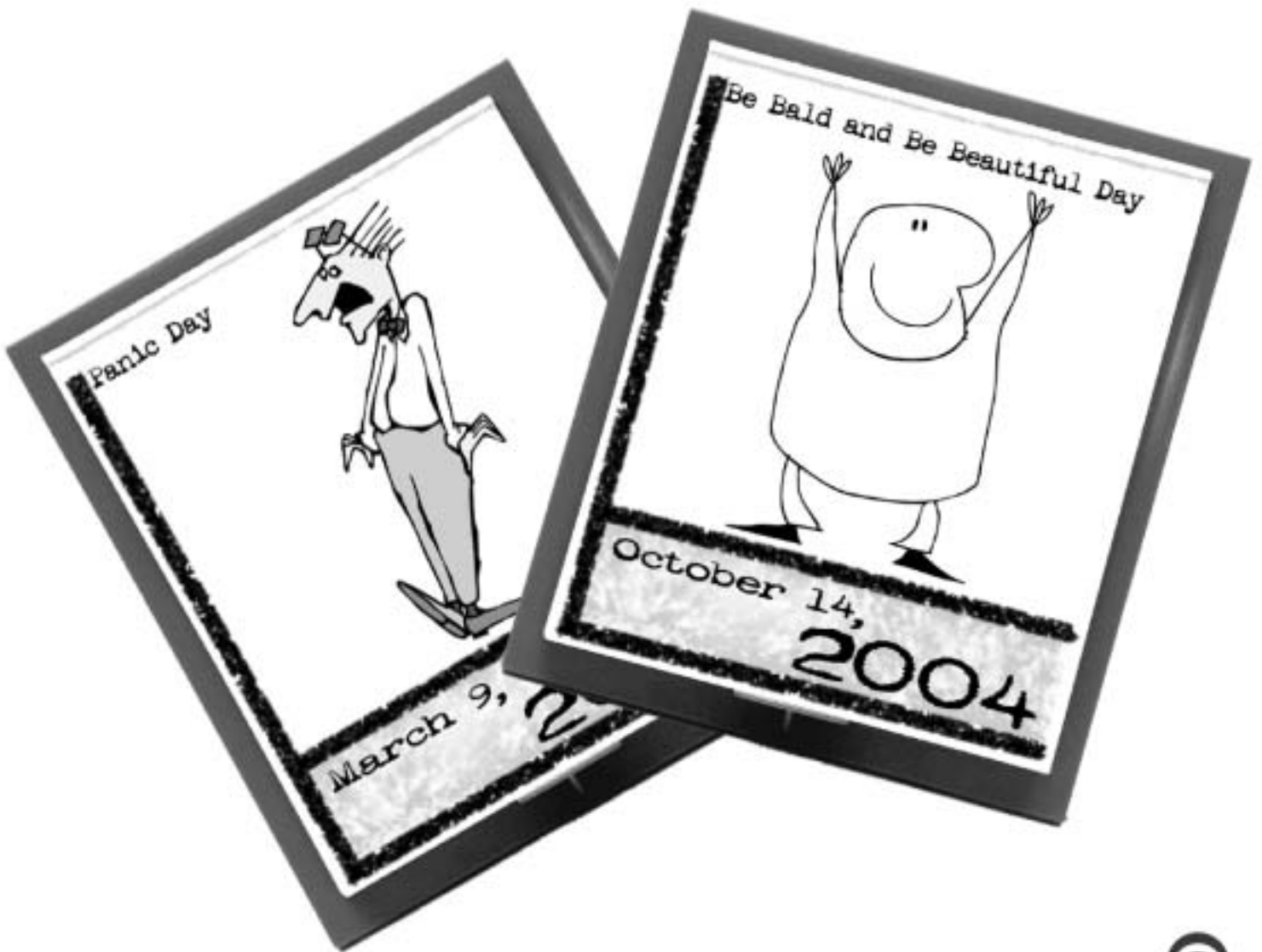


# 2004 Promotional Calendar



# January 2004

Book Blitz Month  
Celebration of Life Month  
Coffee Gourmet International Month  
Family Fit Lifestyle Month  
Image Improvement Month  
International Creativity Month  
National Be On-Purpose Month  
Nat'l Clean Up Your Computer Month  
National Glaucoma Awareness Month  
National Hot Tea Month  
National Mentoring Month  
National Personal Self-Defense Month  
National Poverty in America Awareness Month  
Nat'l Reaching Your Potential Month  
Oatmeal Month  
1 Penguin Plunge/Polar Bear Swim  
1 New Year's Day  
1-7 Diet Resolution Week  
1-7 National Lose Weight/Feel Great Week  
1-7 New Year's Resolution Week  
4 Trivia Day  
5 Organize Your Home Day  
5-11 Women's Self-Empowerment Week  
5-9 Nat'l Thank Your Customers Week  
7 First U.S. Commercial Bank (1782)  
8 Elvis Presley's Birthday (1935)  
11-17 Home Office Safety and Security Week  
12 Nat'l Clean-Off-Your-Desk Day  
12-16 National Graves' Disease Awareness Week  
13 First Radio Broadcast (1910)  
15 Martin Luther King, Jr.'s Birthday (1929)  
15-25 Sundance Film Festival  
16 Religious Freedom Day  
17 PGA of America founded (1916)  
18 World Religion Day  
18 Lewis and Clark Expedition Anniv.  
18-24 Healthy Weight Week  
18-24 Hunt for Happiness Week  
19 Martin Luther King, Jr. Day  
19-23 Nat'l Handwriting Analysis Week  
21 National Hugging Day  
22 Chinese New Year  
22 Women's Healthy Weight Day  
24 California Gold Discovery Anniv.  
25-31 Nat'l Creative Frugality Week  
25-31 Nat'l Nurse Anesthetists Week  
26 Bubble Wrap Appreciation Day  
26-30 Nat'l Take Back Your Time Week  
27 Nat'l Speak Up and Succeed Day  
27 Thomas Crapper Day  
29 Seeing Eye Program Anniversary  
30 Fun At Work Day

# February 2004

AMD/Low Vision Awareness Month

American Heart Month  
Bake for Family Fun Month  
Black History Month  
Intn'l Boost Self-Esteem Month  
Library Lovers' Month  
Marfan Syndrome Month  
National Bird Feeding Month  
National Cherry Month  
Nat'l Childrens' Dental Health Month  
National Hot Breakfast Month  
Nat'l Parent Leadership Month  
Nat'l Time Management Month  
National Weddings Month  
Plant the Seeds of Greatness Month  
Relationship Wellness Month  
Spiritual Teachers' Month  
Wise Health Care Consumer Month  
Youth Leadership Month  
1 Freedom Day  
1 Womens' Heart Health Day  
1-7 Childrens' Authors and Illustrators Week  
1-7 International Coaching Week  
1-7 Womens' Heart Week  
2 Candlemas Day  
2 Groundhog Day  
2-6 Nat'l School Counseling Week  
3 Dump Your Significant Jerk Day  
4 Halfway Point of Winter  
4 National Girls and Women in Sports Day  
4 USO Birthday  
5 Weatherpersons' Day  
6 Pay-A-Compliment Day  
8 Boy Scouts of America Founded (1910)  
8 Grammy Awards  
8 Man Day  
8 World Marriage Day  
8-14 Cardiac Rehabilitation Week  
8-14 Intn'l Table Manners Week  
9-15 Celebration of Love Week  
9-15 International Flirting Week  
11 Nat'l Shut-In Visitation Day  
11 Satisfied Staying Single Day  
12 Lincoln's Birthday  
12 Lost Penny Day  
12 Safety pup's Birthday (Child Safety Awareness)  
13 Blame Someone Else Day  
13 International Skeptics Day  
13-16 Great Backyard Bird Count  
14 Congenital Heart Defect Awareness Day  
14 Race Relations Day  
14 Valentine's Day  
14-21 National Condom Week  
15 I Want Butterscotch Day  
15 Susan B. Anthony Day  
15-21 Heart Failure Awareness Week  
16 Presidents' Day  
16-22 National FFA Week

17 My Way Day  
20-22 Second Honeymoon Weekend  
22 Islamic New Year  
22 Washington's Birthday  
22-28 Intn'l Friendship Week  
22-28 National Engineers Week  
22-28 National Pancake Week  
22-29 National Eating Disorders Awareness  
24 Mardi Gras  
24 Spay Day USA  
28 Floral Design Day  
29 Academy Awards  
29 Bachelors' Day  
29 Leap Year Day

# March 2004

Deaf History Month  
Habitat for Humanity March for Gladness  
Health Care Diversity Month  
Intn'l Listening Awareness Month  
International Mirth Month  
Irish-American Heritage Month  
Mental Retardation Awareness Month  
Music In Our Schools Month  
National Athletic Training Month  
National Caffeine Awareness Month  
Nat'l Chronic Fatigue Syndrome Awareness Month  
Nat'l Collision Awareness Month  
National Craft Month  
National Eye Donor Month  
National Frozen Foods Month  
National Kidney Month  
National MS Education and Awareness Month  
National Nutrition Month  
National Pig Day  
National Prepare Your Home to be Sold Month  
National Talk With Your Teen About Sex Month  
National Women's History Month  
Poison Prevention Awareness Month  
Red Cross Month  
Rosacea Awareness Month  
Save Your Vision Month  
Women's History Month  
Youth Art Month  
1-5 Read Me Week  
1-7 National Cheerleading Week  
1-7 Return Borrowed Books Week  
2 Read Across America Day  
3 National Anthem Day  
3 Stop Bad Service Day  
3-9 3-A-Day Week  
4 Hug A GI Day  
5 National Salespersons' Day  
5 World Day of Prayer  
6 Babysitter Safety Day

7 Monopoly Invented  
7 Namesake Day  
7-13 National Professional Pet Sitters Week  
7-13 Save Your Vision Week  
8 Int'l Working Women's Day  
8 UN: Day for Women's Rights & Int'l Peace  
8 Uppity Women Day  
8-12 Nat'l School Breakfast Week  
8-14 Universal Women's Week  
9 Barbie Debuts (1959)  
9 Organize Your Home Office Day  
9 Panic Day  
10 Telephone Invented (1876)  
12 Girl Scouts Founded (1912)  
13 Genealogy Day  
13 Good Samaritan Involvement Day  
14 National Children's Craft Day  
14-20 National Agriculture Week  
14-20 National Animal Poison Prevention Week  
14-20 National Safe Place Week  
14-20 National Spring Fever Week  
14-21 Pulmonary Rehabilitation Week  
15 Ides of March  
15-21 Int'l Brain Awareness Week  
16 Freedom of Information Day  
16 Lips Appreciation Day  
17 Doctor-Patient Trust Day  
17 Nat'l Common Courtesy Day  
17 Saint Patrick's Day  
17-23 Severe Weather Week  
18 Forgive Mom & Dad Day  
20 First Day of Spring  
20 Great American Meatout  
20 National Agriculture Day  
20-27 Anonymous Giving Week  
21 National Dance Day  
21-27 Nat'l Poison Prevention Week  
21-27 Pediatric Nurse Practitioner Week  
21-27 RV Lifestyle Week  
22 International Goof-Off Day  
22 World Day for Water  
23 American Diabetes Association Alert Day  
23 World Meteorological Day  
3/28-4/3 National Cleaning Week  
29 Nat'l Mom and Pop Business Owners Day  
3/29-4/4 Nat'l Sleep Awareness Week  
30 Doctors' Day

# April 2004

Alcohol Awareness Month  
Cancer Control Month  
Child Abuse Prevention Month  
Int'l Customer Loyalty Month  
International Legacy Month  
Nat'l Autism Awareness Month  
National Car Care Month

Nat'l Child Abuse Prevention Month  
National Donate Life Month  
National Humor Month  
National Kite Month  
National Lawn and Garden Month  
Nat'l Occupational Therapy Month  
Nat'l Parkinson's Awareness Month  
National Pecan Month  
National Pet First Aid Month  
National Poetry Month  
Nat'l Sex Assault Awareness & Prevention Month  
Nat'l STD Education & Awareness Month  
National Soft Pretzel Month  
Nat'l Youth Sports Safety Month  
Pharmacists War on Diabetes  
Physical Wellness Month  
Prevent Injuries America!  
Prevention of Animal Cruelty Month  
Soy foods Month  
Sports Eye Safety Month  
Stress Awareness Month  
Tackle Your Clutter Month  
Women's Eye Health and Safety Month  
World Habitat Awareness Month  
1 April Fool's Day  
1 Lupus Alert Day  
1 National Fun at Work Day  
1 Women Entrepreneurs Day  
1-7 Medication Safety Week  
1-7 Testicular Cancer Awareness Week  
2 Int'l Children's Book Day  
2 Reconciliation Day  
2-4 Alcohol-Free Weekend  
4 Check Your Batteries Day  
4 Daylight Savings Time Begins  
4 Palm Sunday  
4-10 National Blue Ribbon Week  
5-11 National Public Health Week  
5-13 Passover Begins (sundown)  
7 No Housework Day  
8 Maundy Thursday  
8 Nat'l Alcohol Screening Day  
9 Good Friday  
9 National Former POW Recognition Day  
10 National D.A.R.E. Day  
10 National Siblings Day  
11 Barbershop Quartet Day  
11 Easter Sunday  
11 Write Your Memoirs Day  
11-17 National Garden Week  
11-17 Nat'l Women's Nutrition Week  
12-17 Explore Your Career Options Week  
12 Walk on your Wild Side Day  
12-18 Young Peoples' Poetry Week  
12-18 Egg Salad Week  
12-18 Electronic Communications Week

15 First McDonald's Opens (1955)  
 15 Income Tax Day  
 16 Husband Appreciation Day  
 16 Nat'l Stress Awareness Day  
 16 Nat'l Wear Your Pajamas to Work Day  
 16 Rekindle Your Romantic Self Day  
 16-18 Nat'l Youth Service Days  
 16-20 Consumer Awareness Week  
 17 National Auctioneers Day  
 17-22 Nat'l Association of Broadcasters Convention  
 18-24 National Coin Week  
 18-24 National Crime Victims' Rights Week  
 18-24 National Karaoke Week  
 18-24 National Library Week  
 18-24 Nat'l Organ & Tissue Donor Awareness Week  
 18-24 National Park Week  
 18-24 National Volunteer Week  
 19 Boston Marathon  
 19-24 Nat'l Credit Education Week  
 19-25 Astronomy Week  
 19-25 National TV Turn-Off Week  
 19-25 National Wildlife Week  
 21 Administrative Professionals' Day  
 22 Nat'l Teach Children to Save Day  
 22 Take Our Daughters and Sons to Work Day  
 25 Earth Day  
 4/25-5/1 Jewish Heritage Week  
 26-30 Nat'l Playground Safety Week  
 29 Zipper Patented (1913)  
 30 Hairstylist Appreciation Day  
 30 National Arbor Day  
 30 Nat'l Hairball Awareness Day

## May 2004

Better Hearing and Speech Month  
 Clean Air Month  
 Family Wellness Month  
 Get Caught Reading Month  
 Healthy Vision Month  
 Int'l Dental Awareness Month  
 Melanoma/Skin Cancer Detection/Prevention Month  
 Motorcycle Safety Month  
 National Allergy/Asthma Awareness Month  
 National Arthritis Month  
 National Barbecue Month  
 National Bike Month  
 National Book Month  
 National Correct Posture Month  
 National Egg Month  
 National Garage Sale Month  
 National Hamburger Month  
 Nat'l Hepatitis Awareness Month  
 National Mental Health Month  
 National Moving Month

Nat'l Neurofibromatosis Awareness Month  
 National Older Americans Month  
 National Osteoporosis Awareness Month  
 National Physical Fitness and Sports Month  
 National Salsa Month  
 Nat'l Shoes For Orphans Month  
 National Sight-Saving Month  
 Nat'l Stroke Awareness Month  
 National Tuberos Sclerosis Awareness Month  
 Strike Out Strokes Month  
 Women's Health Care Month  
 Young Achievers Month  
 1 Kentucky Derby  
 1 May Day  
 1 Mother Goose Day  
 1 National Scrapbook Day  
 1 Save the Rhino Day  
 1 School Principals' Day  
 1 Stepmothers Day  
 1 Unity in Diversity Day  
 1-8 National Safe Kids Week  
 2 Sibling Appreciation Day  
 2-8 Be Kind to Animals Week  
 2-8 National Family Week  
 2-8 National Hug Week  
 2-8 National Pet Week  
 2-8 National Postcard Week  
 2-8 Nat'l Suicide Awareness Week  
 2-8 National Wildflower Week  
 2-8 Teacher Appreciation Week  
 2-9 Reading is Fun Week  
 3-7 National Muffin Week  
 3-9 National Historic Preservation Week  
 4 Childhood Depression Awareness Day  
 4 National Teacher Day  
 5 Cinco de Mayo  
 5 National Anxiety Disorders Screening Day  
 6 National Day of Prayer  
 6 National Day of Reason  
 6-12 National Nurses Week  
 8 No Socks Day  
 8 World Red Cross Day  
 8-16 National Tourism Week  
 9 Mother's Day  
 9-15 National Nursing Home Week  
 9-15 National Police Week  
 9-15 National Stuttering Awareness Week  
 10 National Small Business Day  
 12-23 Cannes Film Festival  
 14 National Receptionists Day  
 15 Armed Forces Day  
 15 Peace Officer Memorial Day  
 15 Preakness Stakes  
 16 National Sea Monkey Day

16-22 National Dog Bite Prevention Week  
 16-22 Nat'l Emergency Medical Services Week  
 16-22 National Etiquette Week  
 16-22 Nat'l Running and Fitness Week  
 16-22 Nat'l Transportation Week  
 18 International Museum Day  
 21 National Bike to Work Day  
 21 National Waitstaff Day  
 21-30 International Pickle Week  
 22 National Maritime Day  
 22-28 National Safe Boating Week  
 23 World Turtle Day  
 24 Brothers' Day  
 24 Victoria Day (Canada)  
 25 Nat'l Missing Children's Day  
 25 National Tap Dance Day  
 26 National Senior Health and Fitness Day  
 28 Morning Radio Wise Guy Day  
 29 International Jazz Day  
 31 Memorial Day  
 31 World No-Tobacco Day

## June 2004

Adopt-a-Shelter Cat Month  
 Cancer From the Sun Month  
 Child Vision Awareness Month  
 Children's Awareness Month  
 Dairy Month  
 Fireworks Safety Month  
 Gay and Lesbian Pride Month  
 International Men's Month  
 National Candy Month  
 National Iced Tea Month  
 National Rivers Month  
 National Rose Month  
 National Safety Month  
 National Soul Food Month  
 Pharmacists Declare War on Alcoholism  
 Potty Training Awareness Month  
 Sports America Kids Month  
 Student Safety Month  
 Turkey Lovers' Month  
 Vision Research Month  
 1-7 Int'l Volunteers Week  
 1-7 Stepparents' Week  
 2 Tailor's Day  
 3 Children's Miracle Network Celebration  
 4 Hug Your Cat Day  
 5 Belmont Stakes (Final Race in the "Triple Crown")  
 5 Nat'l Hunger Awareness Day  
 5 World Environment Day  
 6 Children's Awareness Memorial Day  
 6 Nat'l Cancer Survivors' Day  
 6-12 Black Single Parent's Week  
 6-12 National Headache Awareness Week

ness Week  
 13 Abused Women & Children's Awareness Day  
 13-19 National Flag Week  
 14 Family History Day  
 14 Flag Day  
 14-18 Families in Business Week  
 14-20 Meet a Mate Week  
 14-20 National Little League Baseball Week  
 18 National Splurge Day  
 20 Dollars Against Diabetes (DAD's) Day  
 20 Family Awareness Day  
 20 Father's Day  
 20 Summer Begins  
 21 Baby Boomers Recognition Day  
 23 Let It Go Day  
 25 Take Your Dog to Work Day  
 26 Int'l Day Against Drug Abuse & Trafficking  
 26 Nat'l Celebrate Your Marriage Day  
 27 America's Kids Day  
 27 Decide to be Married Day  
 27 National HIV Testing Day  
 27-7/5 Nat'l Prevention of Eye Injuries Awareness Week

## July 2004

Anti-Boredom Month  
 Cell Phone Courtesy Month  
 Eye Injury Prevention Month  
 Herbal/Prescription Awareness Month  
 Independence Day  
 National Recreation and Parks Month  
 National Baked Bean Month  
 National Blueberry Month  
 National Culinary Arts Month  
 National Hot Dog Month  
 Women's Motorcycle Month  
 1 "I Forgot" Day  
 1 Canada Day (Canada)  
 3 Stay Out of the Sun Day  
 3-8/15 Air Conditioning Appreciation Days  
 4-10 Special Recreation Week  
 5-11 Nude Recreation Week  
 7 Father-Daughter Take a Walk Together Day  
 11-17 Nat'l Therapeutic Recreation Week  
 13 Embrace Your Geekness Day  
 17 Disneyland Opened Anniversary-1955  
 18 National Ice Cream Day  
 18-24 National Independent Retailers Week  
 20 Special Olympics Day  
 23 Hot Enough for Ya Day  
 24 Cousins Day

25 Parents' Day  
 25-31 National Salad Week  
 31 Mutt's Day

## August 2004

Admit You're Happy Month  
 Cataract Awareness Month  
 Children's Eye Health and Safety Month  
 May Your Reading Be A Haven Month  
 National Immunization Awareness Month  
 National Inventors' Month  
 National Win With Civility Month  
 1 Girlfriends Day  
 1 National Kid's Day  
 1 Respect For Parents Day  
 1 Sisters' Day  
 1-7 Simplify Your Life Week  
 1-7 World Breastfeeding Week  
 2 National Night Out  
 4 Coast Guard Day  
 6 National Pamper Yourself Day  
 6 National Fresh Breath Day  
 6 Work Like A Dog Day  
 7 National Mustard Day  
 8 Admit You're Happy Day  
 8-14 Nat'l Resurrect Romance Week

12 International Youth Day  
 14 National Garage Sale Day  
 15 National Relaxation Day  
 15-21 Nat'l Health Centers Week  
 15-21 Reduce the Clutter Week  
 16 Stay Home With Your Kids Day  
 16-22 National Aviation Week  
 18 Bad Poetry Day  
 21 Poet's Day  
 21 Vinegar Day  
 22 Be An Angel Day  
 22-29 Nat'l Save Your Smile Week  
 25 Kiss and Make-Up Day  
 25-31 Be Kind To Humankind Week  
 26 Women's Equality Day  
 28 Anniversary of Radio Commercials (1922)  
 29 More Herbs, Less Salt Day

## September 2004

Attention Deficit Hyperactivity Disorder Month  
 Backpack Safety America Month  
 Children's Good Manners Month  
 Healthy Aging Month  
 Home & Sports Eye Health & Safety Month  
 Int'l Self Awareness Month  
 Labor Day  
 Library Card Sign Up Month  
 Menopause Awareness Month  
 National 5-A-Day Month  
 National Biscuit Month  
 National Chicken Month

