

2009 pixcode Marketing Calendar Cheat Sheet

How to Use This Document

The first group of bullets is a list of seasonal press topics. Take a highlighter through to see if there are any topics that are relevant to your business, and then decide how you might pitch a relevant story featuring your expertise. The second compilation is a list of special dates (Canadian) you can use as part of your marketing.

If you haven't already grabbed the companion files available at www.BusinessPartnerships.ca/highlights you might want to check them out now. They include a Rough-in Calendar for placing the events and dates you select from this document, and a Goal Setting template.

Jan - March

- Cold / wet weather shelters
- Cold & flu prevention
- Energy assistance programs
- Winter Sports
- Flu season
- February Sweeps for Television
- College and University Planning
- Avoid gaining winter weight
- Bridal planners
- Gift registry
- Winter home tips
- Winter activities
- Weight loss
- Travel & Destinations
- Health & Safety
- Hair & Skin tips
- Health/Nutrition/Diet
- RRSP information
- Award ceremonies
- Taxes
- Financial Planning
- Spring break
- Spa Culture
- Technology
- Romance tips
- March Break activities & tips
- Spring Car Care
- Vitamins & Minerals
- Pet care

April - May

- Graduation (College, University)
- Prom
- May sweeps for TV stations
- Lose weight for swimsuit season
- Allergies
- Daylight Savings
- Spring Bloom / Gardening Tips
- Spring cleaning
- Recycling Tips
- Fixing up the back yard
- Opening the cottage
- Planning summer vacations
- Bridal
- Home Buyers Guide
- Home & Renovation
- Lawn & Garden
- Lawnmower Care
- Spring Fashion & Personal Care
- Food & Entertaining
- Outdoor Furniture - Patio/ Pools/ Decks
- Spring Automotive
- Diet/Nutrition/Losing Weight
- Master's golf
- Gifts for mom
- Sun Protection
- Tips for Newlyweds (into June)
- Wedding Gift Ideas

June - August

- Gifts for dad
- Save our planet indoors and out
- School's Out
- Activities for kids
- Summer camp
- Eating light
- Golfing
- Barbecuing
- Picnics
- Sports
- Beating the heat
- Folk festivals
- White-water Play
- Camping
- Summer entertaining
- Back to school
- Cottage Life
- Cycling Tips
- Diet/Nutrition/Losing Weight
- Fitness Apparel
- Pool Tips
- Moving Tips
- Road Trip Tips
- Summer Skin Care Tips
- Sun Safety Tips
- How to stay cool in the heat
- Outdoor Activities/Exercise
- Travelling Tips
- Children & Teen Issues
- Computers
- Computer Security Tips
- Home Interiors
- Home Office Equipment

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September - December

- After School Activities
- Adult/Continuing Education
- Advanced Education
- Professional Development
- Entrepreneurial Enterprises
- Fall Automotive
- Small Business Week
- Fall Travel
- Fall Fashion Trends
- Fall Home Improvement
- Hunting and Fishing
- Back to School
- Health & Safety
- Home & Renovation
- Retirement planning
- Winter Skin Care Tips
- Fireplace Safety
- Internet Safety Tips
- Holiday Meals
- Holiday Crafts
- Entertaining
- Winterizing homes and vehicles
- Donations
- Gift-giving
- Grey Cup
- Shopping
- Christmas Seals Campaign
- Year in review
- Workplace Tips
- Toy Safety
- Holiday Travel
- New Year's resolutions

Other:

- Business Anniversaries
- Olympics

Toronto Specific:

- Toronto International Festival Caravan
- Molson Indy
- Beaches International Jazz Festival
- Canadian International Tennis Championships
- the Fringe (Toronto's Theatre Festival)
- Fringe Festival of Independent Dance Artists
- Toronto International Film Festival
- Annual Santa Claus Parade
- Taste of the Danforth
- Canadian National Exhibition
- Caribana Parade

Factors to Plan around:

Remember to consider the following when you are scheduling events:

- Elections
- Jazz and Other Annual Festivals
- Sporting events
- Competing events (expos, galas, charity events, tradeshow)

2009 Holidays and Specially Designated Dates

2009 is the International Year of Astronomy 2009

January 2009

- Alzheimer Awareness Month
- New Year's Day January 1
- Braille Day in Canada January 4
- Sir John A. Macdonald's Birthday January 11
- National Non-Smoking Week January 18 - 24
- Weedless Wednesday January 21
- International Customs Day January 26
- Family Literacy Day January 27
- Holocaust Memorial Day January 27

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February 2009

- Violence Prevention Month in Newfoundland and Labrador
- National Heart Month
- Junior Achievement Month
- Black History Month
- National Engineering Month
- Eating Disorders Awareness Week February 1 - 7
- International Development Week February 1 - 7
- Groundhog Day February 2
- White Cane Week February 8 - 14
- Tu B'Shevat February 9
- Heritage Week February 9 - 16
- Sexual & Reproductive Health Awareness Day Feb. 12
- Congenital Heart Defect Awareness Day February 14
- Valentine's Day February 14
- National Flag of Canada Day February 15
- Family Day February 16
- Louis Riel Day February 16
- Scout-Guide Week February 15 - 22
- Heritage Day February 16
- World Thinking Day February 22
- Mardi Gras February 24
- Ash Wednesday February 25
- Canadian Landmine Awareness Week Feb. 25-March 1

March 2009

- Help Fight Liver Disease Month
- Kidney Health Month
- National Colorectal Cancer Awareness Month
- National Social Work Month
- National Epilepsy Month
- National Nutrition Month
- Red Cross Month
- Pharmacists Awareness Week March 1 - 7
- International Women's Day March 8
- Mawlid al-Nabi March 9
- Purim March 10
- Commonwealth Day March 10
- Canadian Agricultural Safety Week March 11 - 17
- National Farm Safety Week March 14-20
- Brain Awareness Week March 16 - 22, 2009
- St. Patrick's Day March 17
- Journée internationale de la Francophonie March 20
- World Day of Prayer March 21
- World Poetry Day March 21
- Int'l Day for the Elimination of Racial Discrimination March 21
- World Water Day March 22
- World Tuberculosis Day March 24
- World Theatre Day March 27

April 2009

- Daffodil Month
- Earth Month
- National Oral Health Month
- National Parkinson's Awareness Month
- Stay Alert Stay Safe Month
- National Physiotherapy Month
- April Fool's Day April 1
- 30-Hour Famine April 3-4
- Unpaid Work Day April 6
- World Health Day April 7
- Passover April 9
- Good Friday April 10
- Easter Sunday April 12
- National Wildlife Week April 12 - 18
- Law Day April 16
- International Hemophilia Day April 17
- Equality Day April 17
- Orthodox Easter April 19
- National Soil Conservation Week April 19 - 25
- National Organ & Tissue Donor Awareness Week April 19 - 25
- Yom Hashoah April 21
- Astronomy Week April 27-May 3
- Earth Day April 22
- Administrative Professionals Week April 19 - 25
- National Immunization Awareness Week April 19 - 25
- National Volunteer Week April 19 - 25
- Yom Haatzmaut April 20
- Administrative Professionals Day April 22
- National Day of Mourning April 28

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May 2009

- Cystic Fibrosis Awareness Month
- Hearing Awareness Month
- Huntington Disease Awareness Month
- Medic-Alert Month
- Multiple Sclerosis Awareness Month
- Speech and Hearing Awareness Month
- World Asthma Day May 1
- National Summer Safety Week May 1 - 7
- Astronomy Day May 2
- Drinking Water Week May 3 - 9
- Int'l Composting Awareness Week May 3 - 9
- Emergency Preparedness Week - May 4 - 10
- North American Occupational Safety and Health Week May 4 - 10
- Mental Health Week May 4 - 10
- Respect for Law Week May 4 - 10
- National Hospice Palliative Care Week May 5 - 11
- National Nursing Week May 5 - 11
- International No Diet Day May 6
- World Red Cross Day May 8
- Optimist Day of Non-Violence May 9
- Move for Health Day May 10
- National Police Week May 10 - 16
- Mother's Day May 10
- National Mining Week May 11 - 16
- Lag B'Omer May 12
- Canada Health Day May 12
- International Nurses Day May 12
- International Day of the Family May 15
- National Road Safety Week May 17 - 23
- National Day Against Homophobia May 17
- Victoria Day May 18
- International Museums Day May 18
- Intergenerational Week May 17 - 23
- Aboriginal Awareness Week May 20 - 23
- Canadian Skills Competition May 20 - 23
- National Missing Children's Day May 25
- National Sun Awareness Week May 26 - June 1
- Shavuot May 29
- World Partnership Walk May 31
- World No-Tobacco Day May 31

June 2009

- National Spina Bifida and Hydrocephalus Awareness Month
- Stroke Awareness Month
- National Water Safety Week June 1 - 7
- National Fishing Week June 1 - 7
- National Cancer Survivors Day June 7
- Staffing for Canada Week June 1 - 7
- Canadian Environment Week June 1 - 7
- Clean Air Day Canada June 3
- Canadian Forces Day June 7
- World Oceans Day June 8
- Canadian Rivers Day June 14
- National Public Service Week June 15 - 21
- National Aboriginal Day June 21
- Tour du Canada June 26 - September 6
- Canadian Multiculturalism Day June 27

July 2009

- Canada Day July 1
- Parks Day July 19
- National Drowning Prevention Day July 22
- Tisha B'Av July 30

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August 2009

- First Aid Month
- World Breastfeeding Week August 1-7
- British Columbia Day August 3
- Civic Holiday August 3
- Gold Cup and Saucer Day (P.E.I.) August 3
- Natal Day August 3
- New Brunswick Day August 3
- Simcoe Day (Ontario) August 3
- Int'l Day of the World's Indigenous People August 9
- International Youth Day August 12
- Acadian Day August 15
- Discovery Day (Yukon) August 17
- Ramadan begins August 22
- International Day for the Remembrance of the Slave Trade and Its Abolition August 23

September 2009

- Arthritis Month
- Big Brothers and Big Sisters Month
- Labour Day September 7
- International Literacy Day September 8
- National Grandparents Day September 13
- Rosh Hashanah Tish September 19
- National Firefighters Week September 6 - 12
- SuperWalk for Parkinson's September 12 - 13
- Prostate Cancer Awareness Week September 13-19
- AIDS Walk Week September 13-19
- The Terry Fox Run September 20
- Eid al-Fitr September 20
- The Alzheimer Coffee Break September 21
- National Forest Week September 21 - 26
- Police and Peace Officers' National Memorial Day September 27
- Yom Kippur September 28

October 2009

- Breast Cancer Awareness Month
- Celiac Awareness Month
- Denturist Awareness Month
- Eye Health Canada Month
- Learning Disabilities Month
- Lupus Awareness Month
- National Occupational Therapy Month
- Psoriasis Awareness Month
- Stamp Collecting Month
- Women's History Month
- Healthy Workplace Month
- Sudden Infant Death Syndrome (SIDS) Awareness Month
- International Day of Older Persons October 1
- Succoth October 3
- Mental Illness Awareness Week October 4 - 10
- National Family Week October 4 - 10
- Fire Prevention Week October 4 - 11
- Sh'mini Atz October 10
- National Co-op Week October 11 -17
- Simchat Torah October 11
- Thanksgiving Day October 12
- World Standards Day October 14
- National Psoriasis Walk October 18
- Persons Case Day October 18
- National Dental Hygienists Week October 18 - 24
- National Infection Control Week October 18 - 24
- National Massage Therapy Awareness Week October 18 - 24
- YWCA Week Without Violence October 18 - 24
- Waste Reduction Week in Canada October 18 - 24
- Small Business Week October 18 - 24
- Citizenship Week October 18 - 24
- National School Safety Week October 18 - 24
- Community Care Worker Week October 19 - 24
- National Block Parent Week October 25 - 31
- National UNICEF Day October 31

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November 2009

- Adoption Awareness Month
- Amaryllis Month
- Christmas Seal Campaign
- CPR Awareness Month
- Crohn's and Colitis Awareness Month
- Diabetes Awareness Month
- National 4-H Month
- National Community Safety and Crime Prevention Campaign
- National Health Food Month
- Osteoporosis Month
- Down Syndrome Awareness Week November 1 - 7
- National Pain Awareness Week November 1 - 7
- Veterans' Week November 5 - 11
- National Seniors' Safety Week November 6 - 12
- Youth Appreciation Week November 8 - 14
- Nat'l Marfan Awareness Week November 9 - 13
- Remembrance Day November 11
- World Diabetes Day November 14
- Restorative Justice Week November 15 - 21
- Int'l PEN Day of the Imprisoned Writer Nov. 15
- YMCA World Peace Week 2009 November 15 - 21
- Nat'l Addictions Awareness Week Nov. 15 - 21
- National Child Day November 20
- Eid al-Adha November 27
- Buy Nothing Day November 27
- National Home Fire Safety Week Nov. 24 - 30
- National AIDS Awareness Week Nov. 24 - Dec. 1

December 2009

- Christmas
- Boxing Day
- New Year's Eve
- World AIDS Day December 1
- National Safe Driving Week December 1 - 7
- National Day of Remembrance and Action on Violence Against Women December 6
- International Children's Day of Broadcasting Dec. 9
- Hanukkah December 12
- Muharram December 18

What's with this Calendar?

pixcode Inc. manages a variety of Internet properties including NaturalHealthcare.ca, Business Partnerships.ca and the Canada Events Calendar. We compile the list of special dates each year for CanadaEventsCalendar.ca and for our own marketing strategy. We felt that it would be of value to other small business owners, and make it available each December on www.BusinessPartnerships.ca

You can check for updates at: www.BusinessPartnerships.ca/highlights/