2014 Pharmacy Marketing Opportunities
from Smart Retailing Rx

January
National Birth Defects Month
Thyroid Awareness Month
National Blood Donor Month
National Folic Acid Awareness Week (Jan 5–11)

1 New Year’s Day
20 Martin Luther King Day

February
American Heart Month
National Children’s Dental Health Month
National Wear Red Day (Feb 7)

14 Valentine’s Day
17 Presidents’ Day

March
National Nutrition Month
Patient Safety Awareness Week (Mar 2–8)
American Diabetes Alert Day (Mar 25)

17 St. Patrick’s Day

April
Stress Awareness Month
National Autism Awareness Month
World Meningitis Day (Apr 24)

22 Earth Day

May
National Allergy & Asthma Awareness Month
Melanoma Detection & Prevention Month
National Stroke Awareness Month
Celiac Awareness Month
National Mental Health Month
National Women’s Health Week (May 11–17)
National Senior Health & Fitness Day (May 28)

11 Mother’s Day
26 Memorial Day

June
Men’s Health Week (Jun 9–15)
National Cancer Survivors Day (Jun 1)
Men’s Health Month

15 Father’s Day

July
Juvenile Arthritis Awareness Month
World Hepatitis Day (Jul 28)

4 Independence Day

August
National Immunization Awareness Month
National Breastfeeding Month
National Psoriasis Awareness Month

1 Labor Day
7 Grandparents’ Day

September
National Cholesterol Education Month
National Childhood Obesity Awareness Month
National Preparedness Month

November
American Diabetes Month
Family Caregivers Month
Great American Smokeout (Nov 20)
Medicare Part D Open Enrollment

11 Veterans Day
27 Thanksgiving

December
Safe Toys and Gifts Month
World AIDS Day (Dec 1)
National Handwashing Awareness Week (Dec 7–13)
Medicare Part D Open Enrollment (ends Dec 7)

25 Christmas Day
31 New Year’s Eve

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