

# 2017 CALENDAR OF EVENTS

## HOW TO USE THE MEDIACENTER YEARLY PROMOTIONS CALENDAR

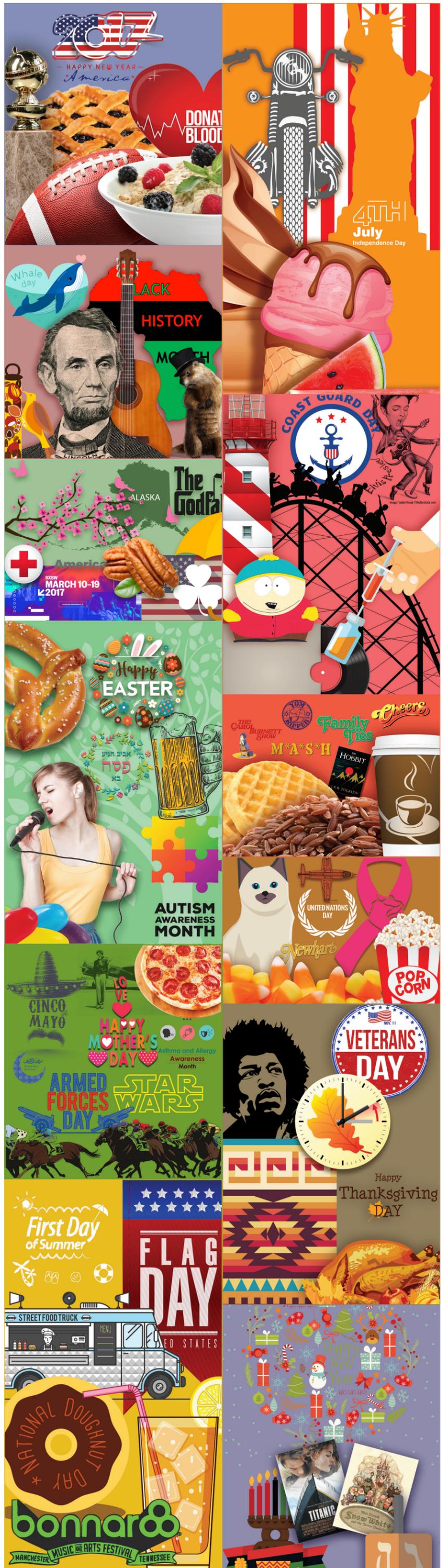
The Yearly Promotions Calendar is found in the Calendars/Special Events Section of THE MEDIACENTER Website.

This calendar provides a list of holidays and other designated special-event occasions, which can be used to pursue new advertising revenue opportunities.

Within each month's listing, you will find three classifications of events: month-long, week-long and designated days. Some events are national in scope while others are more local.

To receive the maximum benefit from the yearly promotional calendar, we suggest the following:

1. Schedule a staff meeting to discuss those special events that are two to three months in the future. Allow everyone to contribute ideas as to what events might serve as catalysts for revenue generating station promotions. Determine which advertisers would be the prime prospects for these special promotions. Assign one person to guide these promotions from inception to fruition.
2. Instruct each member of your sales staff to select one event each month that he or she thinks is the best opportunity to achieve added sales revenue. Ask for suggestions about how the event should be announced, implemented and assessed for results. Again, assign one salesperson to manage the promotion from beginning to end.
3. Use the calendar to prepare a list of community event opportunities for your station to sponsor. Hosting a local event, such as the "KXXX-TV Have-A-Heart Walk" not only shows your support for the community, but also generates publicity for your station.
4. Look for events that could help your salespeople make connections with unique or small businesses. For example, September 29th is National Coffee Day. Use this opportunity to develop a promotion with a local coffee shop. Help local craft shops to highlight their products during March's National Craft Month.
5. Explore the calendar for events that are related to a theme. May is National Bike Month; June is Great Outdoors Month; and August is American Adventures Month. Use these themes to create family outdoor activities promotions and television advertising schedule for bicycle shops, sporting goods stores, travel agents and similar local businesses. Research co-op dollars for your clients and contact the associations hosting/promoting these events for more information and ideas.
6. Share this calendar with your programming department. Various events can serve as sources of potential show subjects. A local morning talk show might want to schedule an optometrist to discuss eye health issues during March, Save Your Vision Month.
7. Programming can also look for opportunities to run a series retrospective or special program marathon by searching for special events related to a specific program. For example, March 2017 is the 35th anniversary of the premiere of "Cagney & Lacy" and September 2017 is the 45th anniversary of "M\*A\*S\*H." Generate events to support these classic programs and others.
8. Assign one person to keep track of the details and the outcome of each event generated by the Yearly Promotional Calendar. Create success stories of how you helped various categories of advertisers gain traffic and/or added revenue, and then share these successes with advertisers in other categories, so they can benefit from sponsorship of a special event.



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bonnaroo  
MANCHESTER MUSIC AND ARTS FESTIVAL TENNESSEE

# 2017 CALENDAR OF EVENTS

## January

Month-Long Events: 12

January 2017

Be Kind to Food Servers Month  
Book Blitz Month  
Carnival Season (Jan. 6–Feb. 28)  
National Glaucoma Awareness Month  
National Mentoring Month  
National Skating Month  
National Personal Self-Defense Awareness Month  
National Poverty in America Awareness Month  
National Radon Action Month  
National Volunteer Blood Donor Month  
Oatmeal Month  
Shape Up U.S. Month

Week-Long Events: 5

January 2017

1–8 New Year's Resolution Week  
5–8 Elvis Presley 82st Birthday Celebration (1935)  
5–8 International Consumer Electronics Show (Las Vegas)  
8–14 Home Office Safety and Security Week  
16–20 Healthy Weight Week

Designated Days: 47

January 2017

1 New Year's Day  
2 Allstate Sugar Bowl  
2 Goodyear Cotton Bowl Classic  
2 Happy Mew Year for Cats Day  
2 Outback Bowl  
2 Rose Bowl Game  
2 Tournament of Roses Parade  
3 J.R.R. Tolkien, author, 125th Birthday Anniversary (1892)  
3 Mel Gibson, actor and director, Birthday (1956)  
4 Earth at Perihelion, closest to the sun  
6 "Hallmark Hall of Fame" TV Premiere: 65th Anniversary (1952)  
6 Eddie Redmayne, actor, Birthday (1982)  
7 Harlem Globetrotters' First Game: 90th Anniversary (1927)  
8 Argyle Day  
8 Golden Globe Awards  
9 College Football Playoff Championship Game  
9 National Clean Off Your Desk Day  
9 Catherine, Duchess of Cambridge, Birthday (1982)  
11 Mary J. Blige, singer, Birthday (1971)  
12 National Hot Tea Day  
12 Howard Stern, radio and TV personality, Birthday (1954)  
13 Patrick Dempsey, actor, Birthday (1966)  
14 "Sanford and Son" TV Premiere: 45th Anniversary (1972)  
14 "Today" TV Premiere: 65th Anniversary (1952)  
14 LL Cool J, actor, Birthday (1968)  
15 First Super Bowl: 50th Anniversary (1967)  
16 Martin Luther King Jr. Day  
17 Muhammad Ali: 75th Birth Anniversary (1942)  
17 Kid Inventors' Day  
17 Betty White, actress, Birthday (1922)  
18 Olive Hardy, actor, 125th Birthday Anniversary, (1892)  
19 Get to Know Your Customer Day  
21 National Hugging Day  
22 "Emergency" TV Premiere: 45th Anniversary (1972)  
22 Guy Fieri, TV personality, Birthday (1968)  
23 National Pie Day  
24 Belly Laugh Day  
24 National Compliment Day  
26 Ellen DeGeneres, comedienne, actress, Birthday (1958)  
27 National Preschool Fitness Day  
28 Chinese New Year  
28 Local Quilt Shop Day  
29 Screen Actors Guild Awards  
29 2015 National Football League Pro Bowl  
29 Oprah Winfrey, TV talk show host, actress, producer, Birthday (1954)  
30 Christian Bale, actor, Birthday (1974)  
31 Inspire Your Heart with the Arts Day

## February

Month-Long Events: 14

February 2017

American Heart Month  
Bake for Family Fun Month  
International Boost Self-Esteem Month  
Marfan Syndrome Awareness Month  
National African-American History Month  
National Bird Feeding Month  
National Mend a Broken Heart Month  
National Parent Leadership Month  
National Pet Dental Health Month  
National Teen Dating Violence Awareness and Prevention Month  
National Time Management Month  
Spay/Neuter Awareness Month  
Wise Health Care Consumer Month  
Youth Leadership Month

Week-Long Events: 5

February 2017

1–7 African Heritage and Health Week  
5–11 Children's Authors and Illustrators Week  
9–20 Florida State Fair  
8–14 Love Makes the World Go 'Round, but Laughter Keeps Us Getting Dizzy Week  
17–20 Great Backyard Bird Count

Designated Days: 44

February 2017

1 "Late Night with David Letterman" TV Premiere: 35th Anniversary (1982)  
1 National Candy Making Day  
1 National Girls and Women in Sports Day  
1 National Signing Day (College Football)  
2 Groundhog Day ("Punxsutawney Phil")  
3 Bubble Gum Day  
4 Take Your Child to the Library Day  
5 Super Bowl 51  
5 Weatherperson Day  
5 Laura Linney, actress, Birthday (1964)  
7 National Black HIV/AIDS Awareness Day  
7 Ashton Kutcher, actor, Birthday (1978)  
7 Wave All Your Fingers at Your Neighbors Day  
9 Read in the Bathtub Day  
9 Shakira, singer, TV personality, Birthday (1977)  
10 Robert Wagner, actor, Birthday (1930)  
11 Get Out Your Guitar Day  
11 National Shut-in Visitation Day  
11 Satisfied Staying Single Day  
12 Darwin Day  
12 The Grammy Awards  
12 Abraham Lincoln's Birthday (1809)  
13 National Wingman Day  
14 Valentine's Day  
14 Simon Pegg, actor, Birthday (1970)  
16 Ice T, rapper, actor, Birthday (1959)  
17 Random Acts of Kindness Day  
18 World Whale Day  
19 NBA All-Star 2017  
20 Presidents' Day  
20 Space Milestone: Friendship 7: First American (John Glenn) to Orbit Earth: 55th Anniversary (1962)  
21 Ellen Page, actress, Birthday (1987)  
21 President Nixon's Trip to China: 45th Anniversary (1972)  
22 James Blunt, singer, Birthday (1977)  
22 Inconvenience Yourself™ Day  
23 Discover Girl Day (Engineering)  
23 National Chili Day  
25 Open That Bottle Night  
25 Anthony Burgess, author, 100th Birthday Anniversary (1917)  
26 Academy Awards Presentation  
26 Daytona 500  
27 International Polar Bear Day  
28 Floral Design Day  
28 Mardi Gras Parade (New Orleans)

## March

Month-Long Events: 17

March 2017

Alport Syndrome Awareness Month  
American Red Cross Month  
Colorectal Cancer Education and Awareness Month  
Credit Education Month  
Irish-American Heritage Month  
Mad for Plaid Month  
Music in Our Schools Month  
National Craft Month  
National Horse Protection Day  
National Kidney Month  
National Multiple Sclerosis Education and Awareness Month  
National Umbrella Month  
National Women's History Month  
Play-the-Recorder Month  
Poison Prevention Awareness Month  
Save Your Vision Month  
Sing with Your Child Month

Week-Long Events: 10

March 2017

4–20 Iditarod Trail Sled Dog Race  
5–11 National Consumer Protection Week  
10–19 South by Southwest (SXSW)  
11–19 PHS Philadelphia Flower Show, largest in US  
12–18 Camp Fire Birthday Week  
12–18 Termite Awareness Week  
13–19 Brain Awareness Week  
14–25 Special Olympics World Winter Games—Austria  
19–25 National Poison Prevention Week  
20–April 16 National Cherry Blossom Festival

Designated Days: 44

March 2017

1 Ash Wednesday  
1 Lupita Nyong'o, actress, Birthday (1983)  
1 Plan A Solo Vacation Day  
1 National Black Women in Jazz and the Arts Day  
2 NEA's Read Across America Day  
3 Dress in Blue Day  
3 National Anthem Day  
6 Gabriel García Márquez, author, Nobel Prize for Literature, 90th Birthday Anniversary (1927)  
7 Bryan Cranston, actor, Birthday (1956)  
8 Registered Dietitian Nutritionist Day  
10 "Buffy the Vampire Slayer" TV Premiere: 20th Anniversary (1997)  
10 National Women and Girls HIV/AIDS Awareness Day  
11 Terence Howard, actor, Birthday (1969)  
12 Daylight Saving Time Begins  
12 Jack Kerouac, American poet and novelist, 95th Birth Anniversary (1922)  
12 Purim  
13 Smart and Sexy Day  
14 Billy Crystal, actor, Birthday (1947)  
15 "Eight Is Enough" TV Premiere: 45th Anniversary (1977)  
15 The Godfather Film Premiere: 45th Anniversary (1972)  
15 "Three's Company" TV Premiere: 40th Anniversary (1977)  
16 No Selfies Day  
16 "The Gumby Show" TV Premiere: 60th Anniversary (1957)  
17 Freedom of Information Day  
17 St. Patrick's Day  
18 Forgive Mom and Day  
19 Ursula Andress, actress, Birthday, (1936)  
20 Spring Begins  
21 World Down Syndrome Day  
22 National Goof-Off Day  
22 William Shatner, actor, Birthday (1931)  
22 As Young As You Feel Day  
23 National Puppy Day  
23 National Tamale Day  
24 Jessica Chastain, actress, Birthday (1977)  
25 "Cagney & Lacy" TV Premiere: 35th Anniversary (1982)  
25 Pecan Day  
25 Elton John, musician, singer, songwriter, Birthday (1947)  
27 Seward's Day: 150th Anniversary of the Acquisition of Alaska  
27 Singin' in the Rain Film Premiere: 65th Anniversary (1952)  
28 American Diabetes Association Alert Day  
29 National Mom & Pop Business Owners' Day  
30 Doctors' Day  
31–Apr 2 NCAA Division 1 Women's Basketball Championship (Final Four)



# 2017 CALENDAR OF EVENTS

## April

Month-Long Events: 14

April 2017

Alcohol Awareness Month  
Community Spirit Days  
Defeat Diabetes Month  
Informed Woman Month  
International Customer Loyalty Month  
Month of the Young Child  
National Autism Awareness Month  
National Child Abuse Prevention Month  
National Lawn Care Month  
National Pest Management Month  
National Sexual Assault Awareness and Prevention Month  
National Sexually Transmitted Diseases Education and Awareness Month  
Pet First Aid Awareness Month  
Stress Awareness Month

Week-Long Events: 10

April 2017

1-7 Testicular Cancer Awareness Week  
3-9 The Masters Golf Tournament  
3-10 Explore Your Career Options Week  
9-15 Holy Week  
9-15 National Library Week  
11-18 Passover  
15-23 National Park Week  
16-22 National Karaoke Week  
23-29 National Volunteer Week  
24-28 National Playground Safety Week

Designated Days: 30

April 2017

1 April Fools Day  
1 National Love Our Children Day  
1-3 NCAA Division 1 Men's Basketball Championship (Men's Final Four)  
1 Debbie Reynolds, actress, Birthday (1932)  
2 National Love Your Produce Manager Day  
3 National Weed Out Hate Day  
4 Martin Luther King Jr. Assassination: Anniversary (1968)  
5 National Deep Dish Pizza Day  
5 "Married...With Children" TV Premiere: 30th Anniversary (1987)  
5 "The Tracey Ullman Show" TV Premiere: 30th Anniversary (1987)  
6 "Barney & Friends" TV Premiere: 25th Anniversary (1992)  
6 National Fun at Work Day  
7 Paul Rudd, actor, Birthday (1969)  
7 National Beer Day  
9 Palm Sunday  
12 "21 Jump Street" TV Premiere: 30th Anniversary (1987)  
14 Good Friday  
14 Peter Capaldi, actor, Birthday (1958)  
15 Record Store Day  
17 Income Tax Pay Day  
16 Easter Sunday  
22 National Dance Day  
22 National Jelly Bean Day  
22 Earth Day  
23 National English Muffin Day  
25 Al Pacino, actor, Birthday (1940)  
26 National Pretzel Day  
27 Take Our Daughters and Sons to Work@ Day  
28 National Arbor Day  
28 National Teach Children to Save Day

## May

Month-Long Events: 16

May 2017

Better Hearing and Speech Month  
Huntington's Disease Awareness Month  
Jewish American Heritage Month  
Melanoma/Skin Cancer Detection and Prevention Month  
National Allergy/Asthma Awareness Month  
National Arthritis Awareness Month  
National Barbecue Month  
National Bike Month  
National Hamburger Month  
National Hepatitis Awareness Month  
National Military Appreciation Month  
National Physical Fitness & Sports Month  
National Salad Month  
Strike Out Stroke Month  
Women Health Care Month  
Young Achievers/Leaders of Tomorrow Month

Week-Long Events: 11

May 2017

6-12 National Nurses Week  
7-13 Be Kind to Animals Week  
7-13 National Hug Holiday Week  
7-13 Goodwill Industries Week  
14-20 Salute to 35+ Moms Week  
22-29 National Backyard Games Week  
28-June 3 Black Single Parents' Week  
17-28 Cannes Film Festival  
14-20 National Police Week  
20-26 National Safe Boating Week  
21-27 National Hurricane Preparedness Week

Designated Days: 33

May 2017

1 May Day  
1 Keep Kids Alive - Drive 25 Day  
2 National Teacher Day  
5 Adele, singer, Birthday (1988)  
5 Cinco de Mayo  
6 Kentucky Derby  
6 Hindenburg Disaster: 80th Anniversary (1937)  
7 "Kraft Television Theatre" TV Premiere: 70th Anniversary (1947)  
8 V-E Day: Anniversary (1945)  
11 Eat What You Want Day  
12 Limerick Day  
13 Letter Carriers "Stamp Out Hunger" Food Drive  
13 National Hummus Day  
13 Stephen Colbert, TV talk show host, Birthday (1964)  
14 Mother's Day  
15 Peace Officers Memorial Day  
15 French Open Tennis Tournament (May 15-June 4)  
19 National Pizza Party Day  
20 Armed Forces Day  
20 Preakness Stakes  
20 Amelia Earhart Atlantic Crossing: 85th Anniversary (1932)  
20 Lindbergh Flight Across the Atlantic: 90th Anniversary (1927)  
20 National Learn to Swim Day  
22 "Mister Roger's Neighborhood" TV Premiere: 50th Anniversary (1967)  
22 National Geographic Bee: National Finals (22-24)  
23 Naomi Campbell, model, actress, Birthday (1970)  
25 Star Wars Released: 40th Anniversary (1977)  
27 Ramadan: The Islamic Month of Fasting (May 27-June 25)  
28 Sierra Club Founded: 125th Anniversary (1892)  
28 Indianapolis 500  
29 Memorial Day  
31 National Senior Health and Fitness Day  
31 Clint Eastwood, actor, director, Birthday (1931)

## June

Month-Long Events: 14

June 2017

Cataract Awareness Month  
Caribbean-American Heritage Month  
Dairy Alternatives Month  
Fireworks Safety Months: June and July  
Great Outdoors Month  
June Dairy Month  
Lesbian, Gay, Bisexual and Transgender Pride Month  
Migraine and Headache Awareness Month  
National Candy Month  
National Iced Tea Month  
National Safety Month  
National Soul Food Month  
National Zoo and Aquarium Month  
PTSD Awareness Month

Week-Long Events: 5

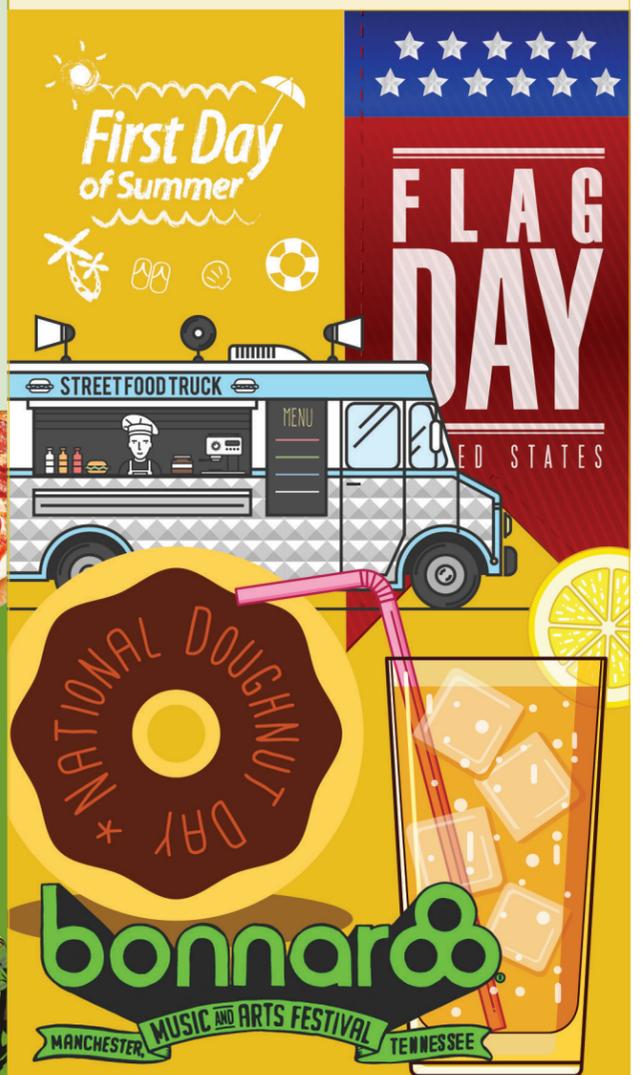
June 2017

8-11 Bonnaroo Music and Arts Festival  
11-17 National Flag Week  
18-24 Lightning Safety Awareness Week  
18-24 Carpenter Ant Awareness Week  
18-24 Meet a Mate Week

Designated Days: 26

June 2017

1 Sgt Pepper's Lonely Hearts Club Band Released: 50th Anniversary (1967)  
1 Atlantic, Caribbean and Gulf Hurricane Season Begins (June 1-Nov. 30)  
2 National Gun Violence Awareness Day  
2 National Donut Day  
4 National Cancer Survivor Day  
4 Pulitzer Prizes First Awarded: 100th Anniversary (1917)  
5 Apple II Computer Released: 40th Anniversary (1977)  
6 D-Day: Anniversary (1944)  
6 National Yo-Yo Day  
9 Donald Duck Birthday (1934)  
10 Belmont Stakes  
11 "American Idol" TV Premiere: 15th Anniversary (2002)  
12 "Tear Down This Wall Speech: 30th Anniversary (1987)  
14 Flag Day  
14 Family History Day  
15 Native American Citizenship Day  
15 US Open Golf Championship (15-18)  
16 Monterey International Pop Festival: 50th Anniversary (1967)  
18 Father's Day  
21 Summer Begins  
22 Octavia Butler, science fiction author, 70th Birth Anniversary (1947)  
23 National Eat at a Food Truck Day  
24 Great American Backyard Campout  
25 Anthony Bourdain, author, TV personality, Birthday, (1956)  
26 "Guiding Light" TV Premiere: 65th Anniversary (1952)  
27 Bob Keeshan: 90th Birth Anniversary (1927)



# 2017 CALENDAR OF EVENTS

## July

### Month-Long Events: 7

#### July 2017

National Grilling Month  
National Hot Dog Month  
National Ice Cream Month  
National Park and Recreation Month  
National Vacation Rental Month  
National Watermelon Month  
Women's Motorcycle Month

### Week-Long Events: 2

#### July 2017

18–25 Restless Leg Syndrome (RLS) Education and Awareness Week  
30–Aug. 5 Single Working Women's Week

### Designated Days: 21

#### July 2017

- 1 Tour de France (1–23)
- 2 Amelia Earhart Disappears: 80th Anniversary (1937)
- 3 England: Lawn Tennis Championships at Wimbledon (3–16)
- 4 Independence Day
- 4 Eva Marie Saint, actress, Birthday (1924)
- 6 Althea Gibson Wins Wimbledon: 60th Anniversary (1957)
- 7 Father and Daughter Take a Walk Together Day
- 7 Newport Music Festival (7–23)
- 11 MLB All Star Game
- 13 Embrace Your Greatness Day
- 13 US Women's Open Golf Championship (13–16)
- 14 California State Fair (14–30)
- 14 National Motorcycle Day
- 16 The Open Championship (British Open Golf) (16–23)
- 16 National Ice Cream Day
- 19 Benedict Cumberbatch, actor, Birthday (1976)
- 22 National Day of the Cowboy
- 26 Ohio State Fair (July 26–Aug. 6)
- 27 National Chili Dog Day
- 30 National Chicken and Waffles Day
- 31 J.K. Rowling, author, Birthday (1965)

## August

### Month-Long Events: 5

#### August 2017

American Adventures Month  
Black Business Month  
Children's Eye Health and Safety Month  
National Immunization Awareness Month  
National Traffic Awareness Month

### Week-Long Events: 8

#### August 2017

- 6–12 National Exercise with Your Child Week
- 6–12 National Health Center Week
- 7–13 National Bargain Hunters Week
- 7–13 Assistance Dog Week
- 11–19 Elvis Week
- 15–21 National Aviation Week
- 25–31 Be Kind to Humankind Week

### Designated Days: 40

#### August 2017

- 1 National Night Out
- 1 Spider-Man Debuts: 55th Anniversary (1962)
- 1 Respect for Parents Day
- 2 Sam Worthington, actor, Birthday (1976)
- 4 Coast Guard Day
- 4 Single Working Women's Day
- 4 New Jersey State Fair (4–13)
- 4 Barack Obama, 44th President of the US, Birthday (1961)
- 5 Marilyn Monroe: 55th Death Anniversary (1962)
- 5 National Mustard Day
- 7 National Lighthouse Day
- 6 Sisters' Day
- 7 Sturgis Rally (7–13)
- 7 PGA Championship (7–13)
- 8 "Sábado Gigante" TV Premiere: 55th Anniversary (1962)
- 8 The Edge, musician (U2), Birthday (1961)
- 9 Perseid Meteor Showers (9–13)
- 10 National S'Mores Day
- 10 Iowa State Fair (10–20)
- 10 Missouri State Fair (10–20)
- 10 Illinois State Fair (10–20)
- 12 Vinyl Record Day
- 12 National Garage Sale Day
- 13 "South Park" TV Premiere: 20th Anniversary (1997)
- 13 International Left-Handers Day
- 14 Navajo Nation: Navajo Code Talkers
- 14 Steve Martin, comedian, actor, Birthday (1945)
- 15 Best Friend's Day
- 15 National Relaxation Day
- 16 Elvis Presley: 40th Death Anniversary (1977)
- 16 National Roller Coaster Day
- 17 Little League Baseball World Series (17–27)
- 19 International Geocaching Day
- 24 New York State Fair (Aug. 24–Sept. 4)
- 26 National Dog Day
- 25 Sean Connery, actor, Birthday (1930)
- 26 Women's Equality Day
- 27 Burning Man 2015 (Aug. 27–Sept. 8)
- 29 US Open Tennis Championship (Aug. 28–Sept. 10)
- 31 Chris Tucker, actor, Birthday (1972)

## September

### Month-Long Events: 15

#### September 2017

Attention Deficit Hyperactivity Disorder Month  
Fall Hat Month  
Great American Low-Cholesterol, Low-Fat Pizza Bake  
Gynecologic Cancer Awareness Month  
Happy Cat Month  
Hunger Action Month  
National Bake and Decorate Month  
National Childhood Obesity Awareness Month  
National DNA, Genomics & Stem Cell Education and Awareness Month  
National Hispanic Heritage Month (Sep. 15–Oct. 15)  
National Honey Month  
National Mushroom Month  
National Rice Month  
National Service Dog Month  
National Wilderness Month

### Week-Long Events: 9

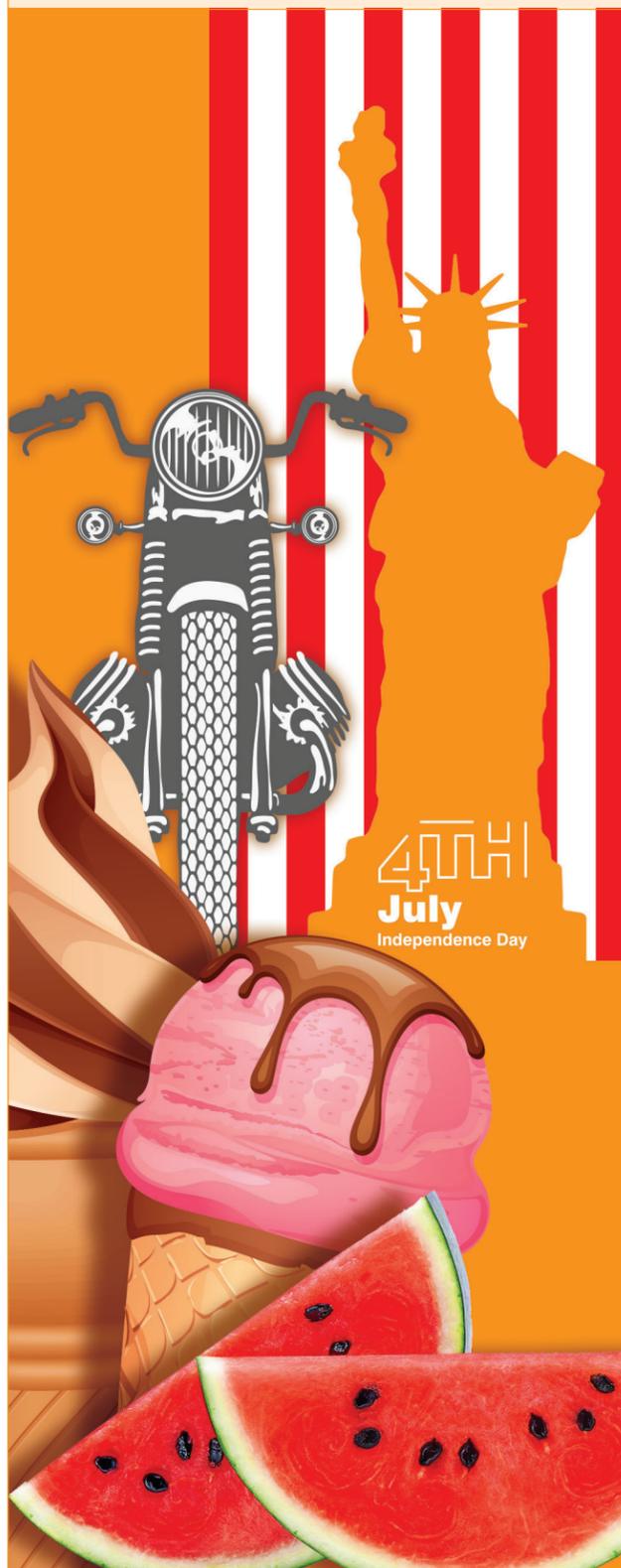
#### September 2017

- 3–9 National Waffle Week
- 4–10 National Suicide Prevention Week
- 5–9 Play Days
- 12–17 Kentucky Bourbon Festival
- 17–23 Build a Better Image Week
- 17–23 National Rehabilitation Awareness Celebration
- 17–23 Prostate Cancer Awareness Week
- 17–23 National Farm Safety and Health Week
- 17–23 National Historically Black Colleges and Universities Week

### Designated Days: 46

#### September 2017

- 1 Mark Harmon, actor, Birthday (1951)
- 1 Bring Your Manners to Work Day
- 4 Labor Day: United States and Canada
- 5 Space Milestone: Voyager 1: 40th Anniversary (1977)
- 9 Wonderful Weirdos Day
- 7 "The Flying Nun" TV Premiere: 50th Anniversary (1967)
- 8 National Dog Walker Appreciation Day
- 10 National Grandparents Day
- 11 National Boss/Employee Exchange Day
- 11 Attack on America (2011)
- 11 Patriot Day
- 11 "The Carol Burnett Show" TV Premiere: 50th Anniversary (1967)
- 12 Louis C.K., comedian, actor, Birthday (1967)
- 13 "Soap" TV Premiere: 40th Anniversary (1977)
- 13 Kids Take Over the Kitchen Day
- 14 "The Waltons" TV Premiere: 45th Anniversary (1972)
- 15 National Tradesmen Day
- 15 USA Today First Published: 35th Anniversary (1982)
- 16 World Play-Doh Day
- 16 Mexico: Independence Day
- 17 "M\*A\*S\*H" TV Premiere: 45th Anniversary (1972)
- 17 Citizenship Day
- 18 US Air Force Established: 70th Anniversary (1947)
- 20 George R.R. Martin, author, Birthday (1948)
- 21 The Hobbit Published: 80th Anniversary (1937)
- 21 Little Brown Jug
- 21 Islamic New Year
- 21 Rosh Hashanah, Jewish New Year (21–22)
- 22 "Family Ties" TV Premiere: 35th Anniversary (1982)
- 22 Ice Cream Cone: Anniversary (1903)
- 22 National Centenarian's Day
- 22 American Business Women's Day
- 22 Autumn Begins
- 23 National Hunting and Fishing Day
- 23 "The Jetsons" TV Premiere: 55th Anniversary (1962)
- 23 R.E.A.D. in America Day
- 24 "The Love Boat" TV Premiere: 40th Anniversary (1977)
- 25 Family Day: Be Involved, Stay Involved
- 26 West Side Story Premiere: 60th Anniversary (1957)
- 27 National Women's Health & Fitness Day
- 29 Yom Kippur Begins at Sundown
- 29 National Coffee Day
- 29 State Fair of Texas (Sept. 29–Oct. 22)
- 30 "Cheers" TV Premiere: 35th Anniversary (1982)
- 30 Angie Dickinson, actress, Birthday (1931)
- 30 Family Health & Fitness Day



# 2017 CALENDAR OF EVENTS

## October

### Month-Long Events: 17

#### October 2017

Adopt-a-Shelter-Dog Month  
 American Cheese Month  
 Gay and Lesbian History Month  
 Go Hog Wild—Eat Country Ham Month  
 National Arts and Humanities Month  
 National Breast Cancer Awareness Month  
 National Bullying Prevention Awareness Month  
 National Crime Prevention Month  
 National Cybersecurity Awareness Month  
 National Dental Hygiene Month  
 National Disability Employment Awareness Month  
 National Down Syndrome Awareness Month  
 National Popcorn Poppin' Month  
 National Reading Group Month  
 Polish-American Heritage Month  
 Spinach Lovers Month  
 Vegetarian Month

### Week-Long Events: 10

#### October 2017

1–7 National Work from Home Week  
 2–6 National Heimlich Heroes Week  
 4–10 United Nations World Space Week  
 6–14 Earth Science Week  
 8–14 Fire Prevention Week  
 10–17 Take Your Medicine, Americans Week  
 15–21 Bullying Bystanders Unite Week  
 15–21 National Character Counts Week  
 22–28 National Massage Therapy Awareness Week  
 22–28 Rodent Awareness Week

### Designated Days: 42

#### October 2017

1 Jimmy Carter, 39th President of the US, Birthday, (1924)  
 1 Country Inn, Bed-and-Breakfast Day  
 2 Child Health Day  
 5 National Depression Screening Day  
 5 Neil deGrasse Tyson, astrophysicist, TV personality, Birthday (1958)  
 6 National Diversity Day  
 7 Cats Premiere: 35th Anniversary (1982)  
 7 Albuquerque International Balloon Fiesta (7–15)  
 8 National Pierogy Day  
 8 National Salmon Day  
 10 Thelonious Monk, jazz pianist, composer, 100th Birthday Anniversary (1917)  
 10 National Handbag Day  
 11 National Bring Your Teddy Bear to Work Day  
 11 National Fossil Day  
 11 National Take Your Parents to Lunch Day  
 11 National Coming Out Day  
 11 National Stop Bullying Day  
 11 Southern Food Heritage Day  
 12 Columbus Day (National Observance, Oct. 9)  
 13 Arizona State Fair (13–Nov. 5)  
 14 Sound Barrier Broken: 70th Anniversary (1947)  
 15 National Cake Decorating Day  
 16 National Boss Day  
 16 John Mayer, singer, Birthday (1977)  
 17 Black Poetry Day  
 19 Evaluate Your Life Day  
 19 LGBT Center Awareness Day  
 19 Get Smart About Credit Day  
 20 National Mammography Day  
 21 Sweetest Day  
 22 Mother-In-Law Day  
 22 Cuban Missile Crisis: 55th Anniversary (1962)  
 24 United Nations Day  
 25 "Newhart" TV Premiere: 35th Anniversary (1982)  
 26 "St. Elsewhere" TV Premiere: 35th Anniversary (1982)  
 26 Hillary Rodman Clinton, Birthday (1947)  
 29 National Cat Day  
 30 Create a Great Funeral Day  
 30 Haunted Refrigerator Night  
 30 National Candy Corn Day  
 31 "Car Talk" National Radio Premiere: 30th Anniversary (1987)  
 31 Halloween

## November

### Month-Long Events: 11

#### November 2017

American Diabetes Month  
 Aviation History Month  
 Lung Cancer Awareness Month  
 National Adoption Month  
 National Alzheimer's Disease Awareness Month  
 National Family Caregivers Month  
 National Georgia Pecan Month  
 National Inspirational Role Models Month  
 National Native American Heritage Month  
 Peanut Butter Lovers' Month  
 Vegan Month

### Week-Long Events: 6

#### November 2017

6–10 National Young Readers Week  
 13–17 American Education Week  
 13–19 National Book Awards Week  
 19–25 Church/State Separation Week  
 19–25 National Family Week  
 19–25 National Game & Puzzle Week™

### Designated Days: 34

#### November 2017

1 Extra Mile Day  
 2 National Men Make Dinner Day  
 4 National Bison Day  
 4 Matthew McConaughey, actor, Birthday (1969)  
 4 Sadie Hawkins Day  
 5 Daylight Savings Time Ends  
 5 The TCS New York City Marathon  
 6 "The Phil Donahue Show" TV Premiere: 50th Anniversary (1967)  
 7 Great October Socialist Revolution: 100th Anniversary (1971)  
 7 General Election Day  
 8 Cook Something Bold and Pungent Day  
 11 Veterans Day  
 13 Holland Tunnel Opened: 90th Anniversary (1927)  
 14 International Girls Day  
 15 National Bundt Day  
 15 America Recycles Day  
 16 Great American Smokeout  
 17 National Unfriend Day  
 17 Substitute Educators Day  
 17 Homemade Bread Day  
 18 Owen Wilson, actor, screenwriter, Birthday (1968)  
 20 Marriage of Elizabeth II and Prince Philip: 70th Anniversary (1947)  
 22 John F. Kennedy: Assassination Anniversary (1963)  
 23 Macy's Thanksgiving Day Parade  
 23 Thanksgiving Day  
 24 Black Friday  
 24 Native American Heritage Day  
 25 Small Business Saturday  
 26 Casablanca Premiere: 75th Anniversary (1942)  
 27 Jimi Hendrix: 75th Birth Anniversary (1942)  
 27 Cyber Monday  
 29 Electronics Greeting Day  
 30 Thriller Released: 35th Anniversary (1982)  
 30 Kathy Cuoco, actress, Birthday (1985)

## December

### Month-Long Events: 3

#### December 2017

National Impaired Driving Prevention Month  
 Safe Toys and Gifts Month  
 Worldwide Food Service Safety Month

### Week-Long Events: 3

#### December 2017

4–8 National Older Driver Safety Awareness Week  
 10–17 Human Rights Week  
 17–23 Saturnalia

### Designated Days: 39

#### December 2017

1 Woody Allen, filmmaker, actor, Birthday (1935)  
 1 United Nations World AIDS Day  
 1 National Salesperson Day  
 2 Artificial Heart Transplant: 35th Anniversary (1982)  
 2 Special Education Day  
 5 Bathtub Party Day  
 6 Everglades National Park Established: 70th Anniversary (1947)  
 6 National Miner's Day  
 6 Special Kids Day  
 6 National Pawnbrokers Day  
 7 National Christmas Tree Lighting  
 7 National Pearl Harbor Remembrance Day (1941)  
 8 John Lennon Shot: Anniversary (1980)  
 9 National Day of the Horse  
 9 Gingerbread Decorating Day  
 10 Human Rights Day  
 10 First Grand Ole Opry Broadcast: 90th Anniversary (1927)  
 13 Jamie Foxx, actor, singer, musician, producer, Birthday (1967)  
 13 Chanukah Begins (13–20)  
 14 Christmas Bird Count (14–Jan. 5)  
 15 Cat Herders Day  
 16 Underdog Day  
 16 Arthur C. Clarke: 100th Birth Anniversary (1917)  
 17 Clean Air Act Passed by Congress: 50th Anniversary (1967)  
 17 Wright Brothers Day  
 20 Titanic Released: 20th Anniversary (1997)  
 21 Humbug Day  
 21 Winter Begins  
 21 Snow White and the Seven Dwarfs Film Premiere: 80th Anniversary (1937)  
 22 Be a Lover of Silence Day  
 23 First Nonstop Flight Around the World Without Refueling: 30th Anniversary (1987)  
 24 Christmas Eve  
 25 Christmas  
 26 Canada: Boxing Day  
 26 Kwanzaa (Dec. 26–Jan. 1)  
 27 "Howdy Doody" TV Premiere: 70th Anniversary (1947)  
 30 Orange Bowl  
 31 New Year's Eve  
 31 Make Up Your Mind Day

