

2011 Marketing Calendar Cheat Sheet & Planner

Compiled by pixcode Inc. For NaturalHealthcare.ca and BusinessPartnerships.ca

Page 1 of 19

How to Use This Document

The first group of bullets is a list of seasonal press topics. Reporters love to write on these topics at the specified time of year.

Following that is a list of special dates (Canadian) you can use as part of your marketing. Take a highlighter and go through the list to see if there are any topics that are applicable to your business, and then decide how you might pitch a relevant story featuring your expertise – especially if you can give them a twist on the usual story topic. (If the date is in grey, it is a preliminary date or we've extrapolated it. Double check to make sure it remains the same.)

Finally, we have included a Rough-in Calendar for placing the events and dates you select from this document, **and a Bonus Personal Goal Setting template.**

You don't have to do these all at once – or even at all - so don't feel compelled to sit down and accomplish it all in one go.

Jan - March

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

April - May

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

2011 Marketing Calendar Cheat Sheet & Planner

Compiled by pixcode Inc. For NaturalHealthcare.ca and BusinessPartnerships.ca

Page 2 of 19

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

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

City Specific:

- International Festivals
- Molson Indy
- Jazz Festivals
- Tennis Championships
- Theatre Festivals
- Dance Artists Festivals
- International Film Festival
- Santa Claus Parade
- PNE, CNE, Fall Fairs, etc.

Factors to Plan around:

Remember to consider the following when you are scheduling events:

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

2011 Marketing Calendar Cheat Sheet & Planner

Compiled by pixcode Inc. For NaturalHealthcare.ca and BusinessPartnerships.ca

Page 3 of 19

2011 Holidays and Specially Designated Dates

- International Year of Forests
- International Year of Chemistry (UNESCO)
- International Year for People of African descent
- World Veterinary Year 2011

January 2011

- Alzheimer Awareness Month
- Crime Stoppers Month; Ontario
- Ontario March of Dimes 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 16 - 22
- Weedless Wednesday January 19
- Tu B'Shevat January 20
- World Leprosy Week January 21 - 27
- Natural Health Practitioners Awareness Week January 16 - 22
- International Customs Day January 26
- Family Literacy Day January 27
- Holocaust Memorial Day (UN) January 27

February 2011

- Violence Prevention Month in Newfoundland and Labrador
- National Heart & Stroke Month
- I Love to Read Month
- Junior Achievement Month
- Black History Month
- National Engineering Month February 26 - March 6 (yes, that's on their site)
- Groundhog Day February 2
- National Therapeutic Recreation Week February 6 - 12
- Eating Disorders Awareness Week February 6 - 12
- International Development Week February 6 - 12
- White Cane Week February 6 - 12
- Sexual & Reproductive Health Awareness Day February 12
- Heritage Week February 14 - 21
- Congenital Heart Defect Awareness Day February 14
- Valentine's Day February 14
- Mawlid al Nabi February 15
- National Flag of Canada Day February 15
- Heritage Day February 16
- Family Day February 21
- Louis Riel Day February 21
- Scout-Guide Week February 21 - 27
- World Thinking Day February 22
- Canadian Landmine Awareness Week (not listed yet)

March 2011

- Help Fight Liver Disease Month
- Kidney Health Month
- National Colorectal Cancer Awareness Month
- National Social Work Month
- National Epilepsy Month
- National Nutrition Month
- National Easter Seals Month
- National Polio Awareness Month
- National Fraud Prevention Month
- Juvenile Arthritis Awareness Month
- Youth Science Month
- Red Cross Month
- Self-Injury Awareness Day March 1
- Pharmacists Awareness Week March 6 - 12
- Lymphedema Awareness Week March 6 - 12
- Mardi Gras March 8
- International Women's Day March 8
- Ash Wednesday March 9
- Commonwealth Day March 10
- Canadian Agricultural Safety Week March 13 - 19
- National Farm Safety Week March 13 - 19
- National Wildlife Week March 13 - 20
- Brain Awareness Week March 14 - 20
- St. Patrick's Day March 17
- Journée internationale de la Francophonie March 20
- Purim March 20
- Crisis Line Awareness Week March 20 - 26
- 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

2011 Marketing Calendar Cheat Sheet & Planner

Compiled by pixcode Inc. For NaturalHealthcare.ca and BusinessPartnerships.ca

Page 4 of 19

- World Tuberculosis Day March 24

- World Theatre Day March 27

April 2011

- Daffodil Month
- Earth Month
- National Oral Health Month
- National Parkinson's Awareness Month
- Irritable Bowel Syndrome (IBS) Awareness Month
- Poetry Month
- Records Management Month
- Stay Alert Stay Safe Month
- National Physiotherapy Month
- April Fool's Day April 1
- Unpaid Work Day April 6
- World Health Day April 7
- National Dental Hygienists Week April 10 - 16
- Arts and Culture Week (BC) April 10 - 16
- National Volunteer Week April 10 - 16
- Law Day April 14
- International Hemophilia Day April 17
- Equality Day April 17
- National Soil Conservation Week April 17 - 23

- National Organ & Tissue Donor Awareness Week April 17 - 24
- National Immunization Awareness Week April 17 - 23
- Consumer Awareness Week (Ontario) April 18 - 23
- National Victims of Crime Awareness Week April 18 - 23
- Passover April 19
- Good Friday April 22
- Orthodox Good Friday April 22
- Earth Day April 22
- World Book and Copyright Day April 23
- Easter Sunday April 24
- Orthodox Easter April 24
- Administrative Professionals Week April 24 - 30
- Administrative Professionals Day April 27
- National Day of Mourning April 28
- 30-Hour Famine April 29 - 30

May 2011

- Cystic Fibrosis Awareness Month
- Hearing Awareness Month
- Huntington Disease Awareness Month
- Medic Alert Month
- Multiple Sclerosis Awareness Month
- Asian Heritage Month
- Blood Pressure Month
- Speech and Hearing Awareness Month
- Car Care Month
- Celiac Awareness Month
- Cerebral Palsy Awareness Month (Alberta)
- Community Living Month (Ontario)
- Cystic Fibrosis Awareness Month
- National Physiotherapy Month
- International Doula Month
- Museum Month (Ontario)
- National Physiotherapy Month
- Red Shield Month (Salvation Army)
- Sexual Abuse/Assault Prevention Month (Ontario)
- Neurofibromatosis Awareness Month;
- Hemochromatosis Awareness Month
- Vision Health Month
- Yom Hashoah May 1
- World Asthma Day May 1
- Holocaust Memorial Day May 1
- Drinking Water Week 1 - 7
- Emergency Preparedness Week May 1 - 7

- Int'l Composting Awareness Week May 1 - 7
- National Hospice Palliative Care Week May 1 - 7
- National Summer Safety Week May 1 - 7
- North American Occupational Safety and Health Week May 1 - 7
- Astronomy Week May 2 - 8
- Mental Health Week May 2 - 8
- National Nursing Week May 6 - 12
- International No Diet Day May 6
- Astronomy Day May 7
- Mother's Day May 8
- World Red Cross Day May 8
- Allergy Awareness Week May 8 - 14
- Yom Haatzmaut May 9
- Optimist Day of Non-Violence May 9
- Move for Health Day May 10
- Canada Health Day May 12
- International Nurses Day May 12
- Police and Peace Officers' National Memorial Day May 15
- International Day of the Family May 15
- National Police Week May 15 - 21
- Respect for Law Week May 16 - 22
- National Day Against Homophobia May 17
- International Museums Day May 18
- Lag B'Omer May 22
- Victoria Day May 23
- National Missing Children's Day May 25

2011 Marketing Calendar Cheat Sheet & Planner

Compiled by pixcode Inc. For NaturalHealthcare.ca and BusinessPartnerships.ca

Page 5 of 19

- Active Healthy Kids Day May 26
- World Partnership Walk May 31
- World No Tobacco Day May 31

- National Road Safety Week (can't find)
- National Mining Week (can't find)

June 2011

- National Spina Bifida and Hydrocephalus Awareness Month
- ALS Awareness Month
- Child Passenger Safety Month
- Deaf-Blind Awareness Month
- Recreations and Parks Month
- Senior's Month (Ontario)
- Thyroid Awareness Month
- National Aboriginal Awareness Month
- Canadian Skills Competition June 1 - 5
- National Fishing and Boating Week June 4 - 12
- Canadian Forces Day June 4
- National Cancer Survivors Day June 5
- Canadian Environment Week June 5 - 11

- National Water Safety Week June 6 - 12
- Staffing for Canada Week June 6 - 10
- National Sun Awareness Week June 7 - 13
- Clean Air Day Canada June 8
- World Oceans Day June 8
- Shavuot June 8 - 9
- Canadian Rivers Day June 12
- National Public Service Week June 12 - 18
- World Blood Donor Day June 14
- World Elder Abuse Awareness Day June 15
- National Aboriginal Day June 21
- Tour du Canada June 22 September 2
- Canadian Multiculturalism Day June 25

July 2011

- Canada Day July 1
- Parks Day July 16

- National Drowning Prevention Week July 16 - 23

August 2011

- First Aid Month
- Ramadan begins August 1
- British Columbia Day August 1
- Civic Holiday August 1
- World Breastfeeding Week August 1 - 7
- Gold Cup and Saucer Day (P.E.I.) August 1
- Natal Day August 1
- New Brunswick Day August 1
- Simcoe Day (Ontario) August 1

- Int'l Day of the World's Indigenous People August 9
- Tisha B'Av August 9
- International Youth Day August 12
- Acadian Day August 15
- Discovery Day (Yukon) August 15
- International Day for the Remembrance of the Slave Trade and Its Abolition August 23
- Eid al-Fitr August 30

September 2011

- Addiction Recovery Month
- Arthritis Month
- Big Brothers and Big Sisters Month
- Breakfast for Learning Month
- Ovarian Cancer Awareness Month
- Thyroid Cancer Awareness Month
- International Suicide Prevention Awareness Week September 5 - 11
- Labour Day September 5
- International Literacy Day September 8
- National Grandparents Day September 11

- SuperWalk for Parkinson's September 11
- Prostate Cancer Awareness Week September 11 - 17
- AIDS Walk Week September 13 - 19
- The Terry Fox Run September 18
- The Alzheimer Coffee Break September 19
- National Forest Week September 19 - 25
- Rosh Hashanah Tish September 29 - 30
- National Firefighters Week September (can't find)

2011 Marketing Calendar Cheat Sheet & Planner

Compiled by pixcode Inc. For NaturalHealthcare.ca and BusinessPartnerships.ca

Page 6 of 19

October 2011

- 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
- Small Business Month
- Sudden Infant Death Syndrome (SIDS) Awareness Month
- Foster Family Month
- International Day of Older Persons October 1
- Mental Illness Awareness Week October 2 - 8
- National Family Week October 3 - 9
- Yom Kippur October 8
- Fire Prevention Week October 9 - 15
- Thanksgiving Day October 10
- Succoth October 13-14
- World Standards Day October 14
- National School Safety Week October 15 - 21
- National Co-op Week October 16 - 22
- National Infection Control Week October 16 - 22
- YWCA Week Without Violence October 16 - 22
- Waste Reduction Week October 17 - 23
- Persons Case Day October 18
- Sh'mini Atz October 20
- Simchat Torah October 21
- National Psoriasis Walk October 23
- National Massage Therapy Awareness Week October 23 - 29
- National Block Parent Week October 23 - 29
- National UNICEF Day October 31

November 2011

- 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
- Veterans' Week November 5 - 11
- Eid al-Adha November 6
- National Pain Awareness Week November 6 - 12
- National Seniors' Safety Week November 6 - 12
- Youth Appreciation Week November 13 - 19
- Nat'l Marfan Awareness Week November 13 - 19
- Remembrance Day November 11
- Restorative Justice Week November 13 - 20
- World Diabetes Day November 14
- Int'l PEN Day of the Imprisoned Writer Nov. 15
- YMCA World Peace Week 2011 November 19 - 26
- Nat'l Addictions Awareness Week November 19 - 26
- National Child Day November 20
- Islamic New Year November 26
- Buy Nothing Day November 25
- National Home Fire Safety Week November 24 - 30
- National AIDS Awareness Week November 24 - December 1

December 2011

- 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 December 9
- Ashura December 5
- Hanukkah December 21
- Muharram December 18

Place your best prospects for each month:

Next, enter the topics you want to target this year. Remember, you will need sufficient lead time to get media releases and content ready in advance of your targets. Revisit the list throughout the year to see what happens, and what items you want to repeat next year and/or change.

Story Date	Focus/Topics	Media Targets	Results
January			
February			

2011 Marketing Calendar Cheat Sheet & Planner

Story Date	Focus/Topics	Media Targets	Results
March			
April			

2011 Marketing Calendar Cheat Sheet & Planner

Story Date	Focus/Topics	Media Targets	Results
May			
June			

2011 Marketing Calendar Cheat Sheet & Planner

Story Date	Focus/Topics	Media Targets	Results
July			
August			

2011 Marketing Calendar Cheat Sheet & Planner

Story Date	Focus/Topics	Media Targets	Results
September			
October			

2011 Marketing Calendar Cheat Sheet & Planner

Story Date	Focus/Topics	Media Targets	Results
November			
December			

2011 Marketing Calendar Cheat Sheet & Planner

BONUS! Personal Goal Planner

The key to really feeling accomplished is to specify a reward that you are going to give yourself when you achieve it! Pick five goals you would like to accomplish this year. Be realistic and generous with your target date. On the next sheets you will spell out your specifics for each of these goals.

Goal	Strategy / Steps	Target Date	Reward

2011 Marketing Calendar Cheat Sheet & Planner

GOAL # 1:

PLAN OF ACTION	TIME FRAME		HELP	FOLLOW-UP				
	Action Steps	Beginning Date		Ending Date	Who needs to know or can help?	How do you know when you've completed the action step?	Actual Completion Date	Progress/Results
1.								
2.								
3.								
4.								
5.								

2011 Marketing Calendar Cheat Sheet & Planner

GOAL # 2:

PLAN OF ACTION	TIME FRAME		HELP	FOLLOW-UP				
	Action Steps	Beginning Date		Ending Date	Who needs to know or can help?	How do you know when you've completed the action step?	Actual Completion Date	Progress/Results
1.								
2.								
3.								
4.								
5.								

2011 Marketing Calendar Cheat Sheet & Planner

GOAL # 3:

PLAN OF ACTION	TIME FRAME		HELP	FOLLOW-UP			
	Beginning Date	Ending Date		Who needs to know or can help?	How do you know when you've completed the action step?	Actual Completion Date	Progress/Results
1.							
2.							
3.							
4.							
5.							

2011 Marketing Calendar Cheat Sheet & Planner

GOAL # 4:

PLAN OF ACTION	TIME FRAME		HELP	FOLLOW-UP			
Action Steps	Beginning Date	Ending Date	Who needs to know or can help?	How do you know when you've completed the action step?	Actual Completion Date	Progress/Results	Reward
1.							
2.							
3.							
4.							
5.							

2011 Marketing Calendar Cheat Sheet & Planner

GOAL # 5:

PLAN OF ACTION	TIME FRAME		HELP	FOLLOW-UP				
	Action Steps	Beginning Date	Ending Date	Who needs to know or can help?	How do you know when you've completed the action step?	Actual Completion Date	Progress/Results	Reward
1.								
2.								
3.								
4.								
5.								

2011 Marketing Calendar Cheat Sheet & Planner

Compiled by pixcode Inc. For NaturalHealthcare.ca and BusinessPartnerships.ca

Page 19 of 19

What's the deal with this Calendar?

pixcode Inc. manages a variety of Internet properties including NaturalHealthcare.ca, Business Partnerships.ca and the Canada Events Calendar.

We compile this list of special dates each year both for CanadaEventsCalendar.ca and for our own marketing and PR strategy. We realized that it would be of value to other small business owners, and so we make it available each December on www.BusinessPartnerships.ca

You can check for updates at: www.BusinessPartnerships.ca/highlights/ around the middle of the month.