



# Special Event Planning Calendar

It's always the right time to reach out to your customers!

## Any Time Event Recommendations

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| <ul style="list-style-type: none"> <li>Pamper Yourself</li> <li>Pamper Your Car</li> <li>Newsletter</li> <li>Clearance Event</li> <li>Road Ready Preparations / Cash for Clunkers</li> <li>Re-broadcast Manufacturer Incentives</li> <li>Go Green (Emission controls, Fuel Efficiency)</li> </ul> | <ul style="list-style-type: none"> <li>Red Tag Sales Event</li> <li>New/Used Model Blowout</li> <li>Targeted marketing for a specific make/model</li> <li>Service Special</li> <li>Parts Special</li> <li>Seasonal Specials (Fall, Winter, Spring)</li> </ul> |
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January		February	
New Years Day Beat the Winter Blahs	John A. MacDonald (10\$ bill)	Sweet Deals/Valentine's Day National Flag Day Groundhog Day	Family Day Louis Reil Day Ilsander Day
March		April	
St. Patrick's Day Daylight Savings	RRSP Alternative Spring Break Celebration	April Fools Day Easter Specials Admin. Professionals Day	Early Tax Windfall Earth Day
May		June	
Victoria Day Specials Clean Air Month Teacher Appreciation Day	Cinco De Mayo Mother's Day Specials National Pet Week	Father's Day National Aboriginal Day	St. Jean Baptiste Day
July		August	
Canada Day	Summer Sizzler Event	Admin. Professionals Day Heritage Day New Brunswick Day	British Columbia Day Civic / Provincial Day Beat the Heat
September		October	
Back to School Special National Forest Week	Labour Day	Thanksgiving Drive Safely to Work Small Business Week	Halloween Science & Tech. Week Int'l Day of Older Persons
November		December	
Remembrance Day Veteran's Week	Fall Back In Time	Christmas Specials Boxing Day Specials	New Years Eve Specials