

Front Lines

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Today's the Day of ...

Ellen C. Wells

National Garden Bureau, partnering with GardenComm, came up with a calendar of popular “Day of” promotions. You can use this assortment of both fun (National Go Barefoot Day—June 1) and serious (National Cancer Survivor Day—June 3) days to market your business, engage customers and gain traction in your area as a company that cares.

While there are other “Day of” calendars out there, the NGB list leans toward gardening, wildlife and cause-marketing opportunities. There really is something on the calendar for everyone, from perennials to butterflies, parks to prairies. There's even a National Strawberry Rhubarb Day (June 9)!

And this calendar isn't just for days, either. Some are full weeks (National Pollinator Week is the third week in June) and even full months (June is Perennials Month). The NGB “Day of” listing will save you time and energy, and will quickly inspire you to find something to celebrate with your marketing and customer engagement. Find it at ngb.org/national-day-of-calendar. **GP**