



zen massage®

AUGUST 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	01
02	03	04	05	06	07	08

MONTHLY OBSERVANCES	Back to School Month College Football Begins
NOTABLE DATES	Aug 7-13: PGA Championship Aug 1: National Girlfriend's Day Aug 5: International Friendship Day Aug 21: Senior Citizen's Day Aug 25: College Football Begins

MAJOR ZEN THEMES
Back to School: "Now... It's Time for You" Back to School: "School daze? Zen days!"



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SEPTEMBER 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	01
02	03 LABOR DAY	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22 FIRST DAY OF FALL
23	24	25	26	27	28	29
30	01	02	03	04	05	06

MONTHLY OBSERVANCES	National Yoga Awareness Month Back to School, Cont.
	NOTABLE DATES Sep 3: Labor Day * Sep 11: Patriot Day Sep 16: Wife Appreciation Day Sep 22: First Day of Fall Sep 29: World Coffee Day Sep 29: World Heart Day NFL Regular Season Begins

MAJOR ZEN THEMES
Back to School, cont'd per market "Fall for You"



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OCTOBER 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	01	02	03	04	05	06
07	08	09	10 WORLD MENTAL HEALTH DAY	11	12	13
14	15	16	17	18	19	20
21	22 MESSAGE THERAPY AWARENESS WEEK	23 MESSAGE THERAPY AWARENESS WEEK	24 MESSAGE THERAPY AWARENESS WEEK	25 MESSAGE THERAPY AWARENESS WEEK	26 MESSAGE THERAPY AWARENESS WEEK	27 MESSAGE THERAPY AWARENESS WEEK
28 MESSAGE THERAPY AWARENESS WEEK	29	30	31 HALLOWEEN	01	02	03
04	05	06	07	08	09	10

MONTHLY OBSERVANCES	Breast Cancer Awareness Month (special graphics for social media)
NOTABLE DATES	<p>Oct 7-13: Mental Illness Awareness Week</p> <p>Oct 22-28: Message Ther. Awareness Week</p> <p>Oct 3: National Do Something Nice Day</p> <p>Oct 3: National Boyfriend's Day</p> <p>Oct 5: World Teacher's Day</p> <p>Oct 6: World Smile Day</p> <p>Oct 9: Columbus Day *</p> <p>Oct 10: World Mental Health Day</p> <p>Oct 16: Boss's Day</p> <p>Oct 27: Make a Difference Day</p> <p>Oct 28: Mother-In-Law Day</p> <p>Oct 31: Halloween</p>

MAJOR ZEN THEMES
"New Year - New You" Messages



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NOVEMBER 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	01	02	03
04 DAYLIGHT SAVINGS TIME ENDS	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22 THANKSGIVING	23 BLACK FRIDAY	24 SMALL BUSINESS SATURDAY
25 CYBER MONDAY	26	27	28	29	30	01
02	03	04	05	06	07	08

MONTHLY OBSERVANCES	National Healthy Skin Month National Gratitude Month
NOTABLE DATES	Nov 13-19: World Kindness Week Nov 4: Daylight Savings Time Ends Nov 7: National Stress Awareness Day Nov 11: Veterans Day * (Observed Mon 11/12) Nov 13: World Kindness Day Nov 22: Thanksgiving * Nov 23: Black Friday Nov 24: Small Business Saturday Nov 25: Cyber Monday

MAJOR ZEN THEMES
"Thanks... Giving"



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DECEMBER 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
				FIRST DAY OF WINTER		
23	24	25	26	27	28	29
		CHRISTMAS				
30	31	01	02	03	04	05
	NEW YEAR'S EVE					

MONTHLY OBSERVANCES	
NOTABLE DATES	Dec 2-10: Chanukah Dec 26-Jan 1: Kwanzaa Dec 21: First Day of Winter Dec 24: Christmas Eve Dec 25: Christmas * Dec 31: New Year's Eve

MAJOR ZEN THEMES
"Tis the Season for Zen" "New Year - New You" Messages