

# APRIL 2018

April might be known as a rainy period, but there are plenty of things to celebrate.

Delight your customers with these fresh promotional ideas.

**NATIONAL RECONCILIATION DAY (MON 4/02):**

Have you had any missteps or bad reviews in the last year? Take the day to make them right.

**NATIONAL ZOO LOVERS DAY (SUN 4/08):**

Offer a special treat to kids who bring in their favorite stuffed animal today.

**NATIONAL ENCOURAGE A YOUNG WRITER DAY (TUE 4/10):**

Need a new slogan or name for a menu item? Run a contest on social media with a prize for the most-liked suggestion.

**NATIONAL KINDERGARTEN DAY (SAT 4/21):**

Setup a donation box to collect for a local kindergarten program. They always need supplies and support!

**NATIONAL EARTH DAY (SUN 4/22):**

Be sure to let your clients know about your eco-conscious business practices.

SUN	MON	TUES	WED	THURS	FRI	SAT
1 Easter	2 National Reconciliation Day	3 	4 National Walking Day	5	6	7 National Caramel Popcorn Day
8 National Zoo Lovers Day	9	10 National Encourage a Young Writer Day	11	12 National Grilled Cheese Day 	13	14
15	16 National Orchid Day 	17	18	19	20	21 National Kindergarten Day
22 National Earth Day	23	24	25 National Zucchini Bread Day	26	27 National Arbor Day 	28
29	30 National Hairstylist Appreciation Day 					