



January 2022



PET HOLIDAYS

National Train Your Dog Month
Walk Your Pet Month
Unchain a Dog Month
Adopt a Rescued Bird Month
National Pet Travel Safety Day - Jan 2
Happy Mew Year for Cats Day - Jan 2
National Bird Day- Jan 5
National Dress Up Your Pet Day - Jan 14
Get to Know Your Customers Day - Jan 20
National Squirrel Appreciation Day - Jan 21
Answer Your Cat's Questions Day - Jan 22
Change a Pet's Life Day - Jan 24
National Peanut Butter Day - Jan 24
Seeing Eye Guide Dog Birthday - Jan 29



HUMAN HOLIDAYS

New Year's Day - Jan 1
Makar Shankranti (Hindu) - Jan 14
Martin Luther King, Jr. Day - Jan 17 (USA)
National Pie Day - Jan 23
National Peanut Butter Day - Jan 24
National Compliment Day - Jan 24
Australia Day - Jan 26 (Australia)
Tu B'Shevat - Jan 16-17



PET INDUSTRY EVENTS

AVMA Veterinary Leadership Conference, Jan 6-9, Chicago IL
VMX (NAVC) Conf. - Jan. 15-19, Virtual and Orlando FL
Westminster Kennel Club Dog Show, Jan 22-26, NY NY
Pet Industry Leadership Summit, Jan 24-26, Phoenix AZ
Lehigh Valley Pet Expo – Jan 28-30, Allentown PA
World of Pets Expo – Jan 28-30, Timonium MD



MY DATES & DEADLINES

February 2022



PET HOLIDAYS

National Pet Dental Health Month
Dog Training Education Month
Responsible Pet Owners Month
National Prevent a Litter Month
National Cat Health Month
National Spay/Neuter Awareness Month
Adopt a Rescued Rabbit Month
Have a Heart for Chained Dogs - 2nd Week
National Justice for Animals Week- 4th Week
Annual Doggie Date Night - Feb 3
Pet Theft Awareness Day - Feb 14
Puppy Bowl & Kitten Bowl - Super Bowl Sunday
National Love Your Pet Day - Feb 20
National Walking the Dog Day - Feb 22
National Dog Biscuit Day - Feb 23
Int. Dog Biscuit Appreciation Day - Feb 23
World Spay Day - Last Tuesday in Feb (USA)



HUMAN HOLIDAYS

Black History Month
National Freedom Day - Feb 1 (USA)
Chinese New Year - Feb 1
Groundhog Day - Feb 2 (USA)
Constitution Day - Feb 5 (Mexico)
Super Bowl Sunday - Feb 13
Lincoln's Birthday - Feb 12 (USA)
Valentine's Day - Feb 14



HUMAN HOLIDAYS

Random Acts of Kindness Day - Feb 17
President's Day - Feb 21 (USA)
Digital Learning Day - Feb 22
Isra and Mi'raj - Feb 28 - Mar 1 (Muslim)



PET INDUSTRY EVENTS

Great Lakes Pet Expo, Feb 5, Milwaukee WI
The Lemonade Conference (Behavior), Feb 11-13, Virtual
Groom Expo West, Feb 17-20, Pasadena CA
Texas Pet Sitters Conference, Feb 18-20, New Braunfels TX



MY DATES & DEADLINES

March 2022



PET HOLIDAYS

National Pet Dental Health Month
Dog Training Education Month
Responsible Pet Owners Month
National Prevent a Litter Month
National Cat Health Month
National Spay/Neuter Awareness Month
Adopt a Rescued Rabbit Month
Have a Heart for Chained Dogs - 2nd Week
National Justice for Animals Week- 4th Week
Annual Doggie Date Night – Feb 3
Pet Theft Awareness Day - Feb 14
Puppy Bowl & Kitten Bowl - Super Bowl Sunday
National Love Your Pet Day - Feb 20
National Walking the Dog Day - Feb 22
National Dog Biscuit Day - Feb 23
Int. Dog Biscuit Appreciation Day - Feb 23
World Spay Day - Last Tuesday in Feb (USA)



HUMAN HOLIDAYS

Mardi Gras – Mar 1
Maha Shivarati - Mar 1
National Peanut Butter Lover's Day - Mar 1
Ash Wednesday – Mar 2
Read Across America Day - Mar 2
Employee Appreciation Day (US) - Mar 4
National Oreo Day - Mar 6
International Women's Day - Mar 8

Daylight Saving Time begins Mar 13 (USA)

Ides of March - Mar 15

Purim – Mar 16-17 (Jewish)

St. Patrick's Day - Mar 17

World Sleep Day - Mar 18

Holi - Mar 17-18 (Hindu)

International Day of Happiness - Mar 20

March Equinox - Mar 20

World Poetry Day - Mar 21

National Goof Off Day - Mar 22

World Water Day - Mar 22

Mother's Day - Mar 27 (UK)

British Summertime begins - Mar 27 (UK)

National Doctors Day - Mar 30



PET INDUSTRY EVENTS

FOCUS: PSI Online Summit, Mar 9, Online

Crufts, Mar 10-13, UK

ExpoZoo, Mar 11-13, Paris, France

Atlanta Pet Fair & Conf, Mar 10-13, Atlanta, GA

Global Pet Expo, Mar 23-25, Orlando FL

PATS, Mar 27-28, Sandown, UK

Interpets Asia Pacific, Mar 31 – Apr 3, Tokyo



MY DATES & DEADLINES

April 2022



PET HOLIDAYS

Adopt a Greyhound Month
Heartworm Awareness Month
Canine Fitness Month/Active Dog Month
National Pet Month (UK)
Prevention of Cruelty to Animals Month
Pet First Aid Awareness Month
Prevention of Lyme Disease in Dogs Month
National Frog Month
National Heartworm Awareness Month
International Pooper Scooper Week - 1st week
National Dog Bite Prevention Week - 2nd week
Animal Care & Control Appreciation Week – 2nd week
National Pet ID Week - Apr 17-23
Animal Cruelty/Human Violence Awareness Week - 3rd week
National Scoop the Poop Week – Apr 24-30
Every Day Is Tag Day - 1st Saturday
World Stray Animals Day – Apr 4
World Rat Day – Apr 4
National Siamese Cat Day - Apr 6
National Dogfighting Awareness - Apr 8
National Pet Day - Apr 11
Celebrate Shelter Pets Day – Apr 11
Dog Therapy Appreciation Day - Apr 11
World Hamster Day – Apr 12
Pet Owner's Day - Apr 19
Bulldogs are Beautiful Day - Apr 21
Lost Dogs Awareness Day - Apr 23
National Pet Parents Day – Last Sun.
World Penguin Day - Apr 25
National Kids & Pets Day - Apr 26
National Little Pampered Dog Day – Apr 27
International Guide Dogs Day - Last Wed.

Hairball Awareness Day - Last Fri.
World Veterinary Day - Last Sat.
National Adopt a Shelter Pet Day - Apr 30
National Therapy Animal Day – Apr 30
National Tabby Day - Apr 30
World Veterinary Day – Last Sun.



HUMAN HOLIDAYS

April Fools' Day - Apr 1
World Autism Awareness Day - Apr 2
World Health Day - Apr 7
Palm Sunday – Apr 10 (Christian)
National Siblings Day - Apr 10
Tax Day - Apr 15 (USA)
Passover Begins – Apr 15
Easter Sunday - Apr 17 (Christian)
Patriots Day - Apr 19 (USA)
Earth Day - Apr 22
Passover Ends – Apr 23
Anzac Day - Apr 25 (Australia)
World Malaria Day - Apr 25
Take Your Child to Work Day - 4th Thursday
Laylat al-Qadr – Apr 29 (Muslim)
Arbor Day - Apr 30



PET INDUSTRY EVENTS

Interpets Asia Pacific, Mar 31 – Apr 3, Tokyo
Dog Lover Show, Apr 2-3, Glasgow, UK
Long Island Pet Expo in the Park, Apr 2-3, Hempstead NY
Animal World, Apr 2-3, Magdeburg Germany
Three Rivers Pet Expo, Apr 9-10, Kennewick WA
Animal Care Expo, Apr 19-22, Orlando FL
National Pet Industry Trade Show, Apr 24-25, Calgary AB
Canada

May 2022



PET HOLIDAYS

Chip Your Pet Month

National Pet Month (US)

National Foster Care Month

Responsible Animal Guardian Month

Puppy Mill Action Week - May 1-7

National Pet Week - 1st full week

Be Kind to Animals Week - 1st full week

Dog Anxiety Awareness Week - May 3-9

Mayday for Mutts - 1st Sun

Nat. Animal Disaster Preparedness Day - 2nd Sat

National Purebred Dog Day - May 1

National Specially-abled Pets Day - May 3

National Bird Day - May 4

Cinco de Meow Day - May 5

National Dog Mom Day - May 14

International Chihuahua Appreciation Day - May 14

National Rescue Dog Day - May 20

World Dog Day - 3rd Sat

World Turtle Day - May 23



HUMAN HOLIDAYS

Armed Forces Day - 3rd Saturday

May Day / Labour Day - May 1

Eid-al-Fitr - May 2-3 (Muslim)

World Press Freedom Day - May 3

Teacher Appreciation Week - May 1-7

Cinco de Mayo - May 5 (Mexico)

National Nurses Day - May 6 (US)

Kentucky Derby - May 7

Mother's Day - May 8 (USA + Canada + Mexico)

National Maritime Day - May 22

Victoria Day - May 23 (Canada)

Ascension Day - May 26 (Christian)

Memorial Day - May 30 (USA)



PET INDUSTRY EVENTS

Pet Food Forum, May 2-4, Kansas City MO

NYC Re-Tails & Sales Pet Expo, May 3, NYC NY

Pet Boarding & Daycare Expo West, May 2-5, Burbank CA

Animal Energy World Conference, May 13-15, Handforth, UK

Denver Pet Expo, May 21-22, Denver CO

Petcare Innovation Summit Europe, May 24-25, TBA

Interzoo, May 24-27, Nuremberg, Germany



MY DATES & DEADLINES

June 2022



PET HOLIDAYS

Pet Preparedness Month
Social Petworking Month
Adopt-A-Cat Month
Adopt a Shelter Cat Month
National Microchipping Month
National Foster A Pet Month
Pet Appreciation Week - 1st full week
World Pet Memorial Day - 2nd Tues
Animal Rights Awareness Week - 3rd week
Take Your Pet to Work Week – Jun 20-24
National Hug Your Cat Day – Jun 4
International Corgi Day – Jun 4
National Best Friends Day – Jun 8
Take Your Cat to Work Day - Jun 20
Dog Party Day – Jun 21
Take Your Dog to Work Day - Jun 24
Cat World Domination Day – Jun 24
World Day Against Pet Abandonment – Last Sat.



HUMAN HOLIDAYS

LGBTQ Pride Month
National Donut Day - 1st Fri
Fathers' Day - (USA / UK) - 3rd Sun
Late May Bank Holiday – Jun 2 (UK)
Her Majesty The Queen's Platinum Jubilee – Jun 3 (UK)
Shavuot – Jun 4-6 16-18 (Jewish)
World Environment Day - Jun 5
D-Day Remembrance Day- Jun 6 (USA)

Best Friends Day - Jun 8
Flag Day - Jun 14 (USA)
Juneteenth – June 19
Summer/Winter Solstice - Jun 21
Social Media Day - Jun 30



PET INDUSTRY EVENTS

World Dog Expo, Jun TBA , Secaucus, NJ
The Change for Animals Conference Jun 1-2, ON Canada
Shelter Behavior and Enrichment Conference, Jun 10-12, Virtual and Oakland CA
Assoc. for Animal Welfare & Advancement, Jun 15-17, Chicago IL
PetQuest (Grooming) Jun 23-26, Wilmington OH
Advancing Animal Welfare Science, Jun 28-29, Edinburgh UK



MY DATES & DEADLINES



July 2022



PET HOLIDAYS

Doghouse Repair Month

Lost Pet Prevention Month

Pet Hydration Awareness Month

Independent Retailer Month

National Kitten Day - Jul 10

All American Pet Photo Day - Jul 11

National Pet Fire Safety Day - Jul 15

World Snake Day - Jul 16

Get to Know Your Customers Day - 3rd Thurs

National Craft for Your Local Shelter Day - Jul 21

National Dog Photography Day - Jul 26

National Mutt Day - Jul 31



HUMAN HOLIDAYS

Parents' Day - 4th Sunday

Canada Day - Jul 1 (Canada)

Independence Day - 4th of Jul (USA)

Day of Arafat - Jul 8-9

World Emoji Day - Jul 17

International Friendship Day - Jul 30



PET INDUSTRY EVENTS

Best Friends National Conference, Jul 7-9, Raleigh NC

Garden State Cat Expo and Show, Jul 16-17, Edison NJ

National Service Dogs for Veterans Conference, Jul 20-22

San Antonio TX

AVMA Convention, Jul 29 - Aug 2, Philadelphia, PA



MY DATES & DEADLINES

August 2022



PET HOLIDAYS

Clear the Shelters Month

Immunization Awareness Month

Intl. Assistance Dog Week - 1st week

Intl. Homeless Animals Day - 3rd Saturday

DOGust Universal Bday for Shelter Dogs - Aug 1

Assistance Dog Day - Aug 4

Work Like a Dog Day - Aug 5

International Cat Day - Aug 8

Spoil Your Dog Day - Aug 10

Check the Chip Day - Aug 15

Black Cat Appreciation Day - Aug 17

Clear the Shelters Day - 3rd Sat

International Homeless Animals Day - Aug 20

National Bring Your Cat to the Vet Day - Aug 22

International Blind Dog Day - Aug 23

National Dog Day & World Dog Day - Aug 26

Rainbow Bridge Remembrance Day - Aug 28

National Holistic Pet Day- Aug 30



HUMAN HOLIDAYS

Civic Day - Aug 1 (Canada)

Ashura - Aug 7-8

Raksha Bandhan - Aug 11 (Hindu)

Book Lovers Day - Aug 9

Krishna Janmashtami - Aug 18-19 (Hindu)

International Non Profit Day - Aug 17

National Aviation Day - Aug 19

Senior Citizens Day - Aug 21

Muharram - Aug 8 (Muslim)

Women's Equality Day - Aug 26 (USA)

Summer Bank Holiday - Aug 29 (UK)

Ganesh Chaturthi - Aug 31 (Hindu)



PET INDUSTRY EVENTS

Best Friends National Conference, Jul 7-9, Raleigh NC

Garden State Cat Expo and Show, Jul 16-17, Edison NJ

National Service Dogs for Veterans Conference, Jul 20-22

San Antonio TX

AVMA Convention, Jul 29 - Aug 2, Philadelphia, PA



MY DATES & DEADLINES

September 2022



PET HOLIDAYS

Happy Healthy Cat Month
Responsible Dog Ownership Month
National Pet Insurance Month
Pet Sitter Education Month
Animal Pain Awareness Month
National Service Dog Month
National Pet Memorial Month
Adopt-a-Less-Adoptable Pet Week - 3rd week
Deaf Pet Awareness Week - Last full week
National Dog Week - Last full week
Ginger Cat Appreciation Day – Sep 1
Responsible Dog Ownership Day - 3rd Sat
National Dog Walker Appreciation Day – Sep 8
National Pet Memorial Day - 2nd Sun
National Hug Your Hound Day - 2nd Sun
Pet Birth Defect Awareness Day - Sep 13
Puppy Mill Awareness Day – 3rd Sat
National Pet Bird Day – Sep 17
Love Your Pet Day – Sep 20
Remember Me Thursday – Sep 22
National Dogs in Politics Day - Sep 23
World Rabies Day - Sep 28



HUMAN HOLIDAYS

Wilderness Month
National Voter Registration Day - 4th Tuesday
Labor Day - Sep 5 (USA / Canada)
September 11 Remembrance – Sep 11

National Grandparents Day - Sep 11
Independence Day - Sep 16 (Mexico)
Constitution Citizenship Day - Sep 17
September Equinox - Sep 22
Rosh Hashanah - Sep 25-27 (Jewish)
National Voter Registration Day – 4th Tues



PET INDUSTRY EVENTS

MACNA, Sep 9-11, Milwaukee WI
AHVMA (Holistic Vet), Sep 10-15, West Palm Beach FL
National Pet Industry Show, Sep 18-19 Mississauga, ON, Canada
Colorado Animal Welfare Conference, Sep 21-23, Colorado Springs CO
IBPSA Pet Care Business Conference & Trade Show, Sep 22-24, Orlando FL
Pet Sitter World '22, Sep 30-Oct 2, Cleveland OH
AAHA Connexity Conference – TBA



MY DATES & DEADLINES

October 2022



PET HOLIDAYS

Adopt a Shelter Dog Month
Wishbones for Pets Month
Adopt-a-Dog Month
National Pet Wellness Month
National Pit Bull Awareness Month
National Animal Safety and Prevention Month
National Walk Your Dog Week - 1st week
Animal Welfare Week – 1st week
National Veterinary Technicians Week – 3rd week
National Pit Bull Awareness Day - 4th Saturday
National Black Dog Day - Oct 1
National Walk Your Dog Day – Oct 1
National Fire Pup Day – Oct 1
World Animal Day/World Pet Day - Oct 4
National Pet Obesity Awareness Day - Oct 12
National Feral Cat Day/Global Cat Day – Oct 16
National Fetch Day – 3rd Sat
Get to Know Your Customers Day – Oct 21
National Reptile Awareness Day - Oct 21
National Pets for Veterans Day – Oct 21
National Reptile Awareness Day – Oct 21
Make a Dog's Day - Oct 22
National Black Cat Day – Oct 27
National Cat Day - Oct 29
National Pitbull Awareness Day – Oct 29



HUMAN HOLIDAYS

Breast Cancer Awareness Month
National Women's Small Business Month

Child Health Day - First Monday

Coffee Day – Oct 1

Yom Kippur – Oct 4-5

Columbus Day/Indigenous Peoples Day - Oct 10 (USA)

Thanksgiving - Oct 10 (Canada)

Boss's Day - Oct 16

Shemini Atzeret – Oct 16-17

Simchat Torah – Oct 17-18

Diwali – Oct 24 (Hindu)

Daylight Savings Time ends - Last Sunday (UK)

Halloween - Oct 31



PET INDUSTRY EVENTS

New England Grooming Show, Oct 6-9, Sturbridge MA
Clinical Animal Behavior Conf, Oct 7-9, Las Vegas NV
Wild West Veterinary Conf. – Oct 12-15, Reno NV
Pet Connections Expo, Oct 11-12, Virtual
Aggression in Dogs Conference, Sep 30-Oct 2, Warwick RI



MY DATES & DEADLINES

November 2022



PET HOLIDAYS

Adopt a Senior Pet Month
National Pet Awareness Month
National Senior Pet Month
National Pet Cancer Awareness Month
Pet Diabetes Month
National Animal Shelter Appr. Week - 1st week
National Cook for Your Pets Day - Nov 1
Canine Lymphoma Awareness Day - Nov 7
National Slobber Appreciation Day - Nov 16
Take a Hike Day - Nov 17



HUMAN HOLIDAYS

Dia de Los Muertos - Nov 1-2
Daylight Saving Time ends Nov 6 (USA)
Veterans Day - Nov 11
World Kindness Day - Nov 13
National Entrepreneurs Day - Nov 15
Revolution Day - Nov 20-21 (Mexico)
Thanksgiving Day - Nov 24 (USA)
Advent begins - Nov 27 (Christian)

Black Friday - Nov 25

Small Business Saturday - Nov 26

Cyber Monday - Nov 28

Giving Tuesday - Nov 29



PET INDUSTRY EVENTS

Morgantown Pet Expo, Nov 5-6, Morgantown PA
Pet Boarding and Daycare Expo, Nov 7-10, Hershey PA
National Dog Show, Nov 20-21, Philadelphia PA



MY DATES & DEADLINES

MY BLACK FRIDAY PROMO IDEAS:



December 2022



PET HOLIDAYS

National Cat Lover's Month

National Mutt Day (2) - Dec 2

Celebrate Shelter Pets Day - Dec 5

Int'l Day of Veterinary Medicine - Dec 9

National Day of the Horse - Dec 13

National Underdog Day - Dec 16

Cat Herders Day - Dec 15



HUMAN HOLIDAYS

Hanukkah - Dec 18-26

Winter/Summer Solstice - Dec 21

Christmas Eve - Dec 24 (Christian)

Christmas Day - Dec 25 (Christian)

Boxing Day - Dec 26

Kwanzaa - Dec 26 - Jan 1

New Year's Eve - Dec 31



PET INDUSTRY EVENTS

Pet South America, Nov 30 -Dec 3, Sao Paulo

Fetch DVM 360, Dec 2-5, San Diego, CA



MY DATES & DEADLINES



We help petpreneurs

Find freedom & fulfilment by building brands instead of just businesses... We help make marketing easier, more effective and *gasp* maybe even fun...

We created Working with Dog, the Official Club for Petpreneurs, to be a safe, supportive space for you to do exactly that...

Meet Nic.



My name is Nichole, but you can call me Nic. I believe that entrepreneurs find freedom by building brands instead of just businesses – so I help petpreneurs build successful brands that support the life of their dreams. I have a Masters in Marketing and a decade of practical experience creating and growing pet brands, including 'Dog is Good' which I co-founded in 2007. As a graphic designer, commercial pet photographer, and marketing strategist I have had the opportunity to help solopreneurs and billion dollar brands alike launch, and grow. My book 'Million Dollar Dog Brand' is the essential guide for entrepreneurs who want to build a profitable, sustainable business in the pet industry.

Meet Jane.



Jane's been rocking it out in the pet industry for 16+ years, leading content strategy and marketing as Former Editor-in-Chief of Pet Health Network, Senior Producer at Petfinder.com, Founder of AdvoCats (and Dogs, Too!) and with many other leading pet brands like Animal Planet, Petco and more. As President of 'cause Digital Marketing and new co-owner of Working with Dog, she specializes in helping pet businesses large and small focus on achieving their marketing results, so they can focus on what matters--helping pet parents celebrate and take the best care of their pets.

We are here to help.

Together with our team, work hard to ensure **that we produce and share this kind of crazy valuable stuff in Working with Dog, the Official Club for Petpreneurs like you.** If you have specific topics, needs, questions or ideas for future Marketing Genius content - we'd love to hear it! Get in touch at: hello@workingwithdog.com

