



C360 2017 Public Service Campaign Awareness Calendar

FEBRUARY

- **FEB 5: World Cancer Day:** Cancer-related campaigns include:
 - Fight Colorectal Cancer PSAs
 - National Breast Cancer Foundation PSAs
 - Susan G. Komen PSAs (breast cancer) PSAs

MARCH

- **National Colorectal Cancer Awareness Month**
 - Fight Colorectal Cancer PSAs
- **MARCH 3: World Wildlife Day**
 - IFAW PSAs
 - Ducks Unlimited PSAs
 - Humane Society Wildlife Land Trust PSAs

APRIL

- **APRIL 22: Earth Day**
 - Consumer Technology Association
 - The Importance of eCycling PSA
- **National Pest Management Month**
 - National Pest Management Association PSAs

MAY

- **Asthma & Allergy Awareness Month**
 - National Pest Management Association
 - “Doctor’s Office” PSAs from The American College of Allergy, Asthma and Immunology (ACAAI)

- **National Children’s Mental Health Awareness Month**
 - The Child Mind Institute PSAs
- **MAY 1: Melanoma/Skin Cancer Detection and Prevention Month and Melanoma Monday**
 - American Academy of Dermatology PSAs
- **National Foster Care Month**
 - Dave Thomas Foundation for Adoption PSAs
- **MAY 14-20: National Women’s Health Week**
 - Susan G. Komen PSAs (breast cancer) PSAs
 - National Breast Cancer Foundation PSAs
- **National Lupus Awareness Month**
 - Lupus Foundation of America PSAs
- **MAY 20: Armed Forces Day**
 - Coast Guard Foundation PSAs
 - Today’s Military PSAs
 - U.S. Air Force PSAs
- **National Physical Fitness and Sports Month**
 - Academy of Orthopaedic Surgeons PSAs
- **Women’s Health Care Month**
 - Susan G. Komen PSAs (breast cancer) PSAs
 - National Breast Cancer Foundation PSAs
- **MAY 29: National Military Appreciation Month and Memorial Day**
 - Paralyzed Veterans of America PSAs
 - Today’s Military PSAs
 - USO PSAs
 - U.S. Air Force PSAs
 - Veterans of Foreign Wars PSAs

JUNE

- **JUN 4: National Cancer Survivor’s Day:** Cancer-related campaigns include:

- Fight Colorectal Cancer PSAs
- National Breast Cancer Foundation PSAs
- Susan G. Komen PSAs (breast cancer) PSAs

JULY

- **JUL 3-9: Childhood Obesity Week**
 - Academy of Orthopaedic Surgeons PSAs.

AUGUST

- **Back to School**
 - Prudential Spirit of Community Awards PSAs

SEPTEMBER

- **Hunger Action Month**
 - No Kid Hungry PSAs
- **National Childhood Obesity Awareness Month**
 - Academy of Orthopaedic Surgeons PSAs
- **SEP 15-OCT 15: National Hispanic Heritage Month**

Spanish-language campaigns include:

 - Susan G. Komen PSAs
 - U.S. Air Force PSAs

OCTOBER

- **Adopt a Dog Month**
 - Southeastern Guide Dog PSAs
- **Breast Cancer Awareness Month**
 - National Breast Cancer Foundation PSAs
 - Susan G. Komen PSAs (breast cancer) PSAs
- **National Cybersecurity Awareness Month**
 - Consumer Technology Association PSAs

NOVEMBER

- **National Adoption Month**
 - Dave Thomas Foundation for Adoption PSAs
- **NOV 11: Veterans Day**
 - Paralyzed Veterans of America PSAs
 - USO PSAs
 - Veterans of Foreign War PSAs

Let's Connect



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