

# 2024 Veterinary Marketer Calendar

## January

One Health Awareness Month

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## February

Pet Dental Health Month

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

## March

Feline Asthma Focus Month

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## April

Heartworm Awareness Month

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## May

Arthritis Awareness Month

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## June

Adopt a Cat Month

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

## July

National Lost Pet Prevention Month

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## August

Itchy Pet Awareness Month

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

## September

Animal Pain Awareness Month

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## October

National Pet Wellness Month

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## November

Pet Cancer + Diabetes Awareness Month


S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## December

Finalize Your 2025 Bookings!

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

 **Key Veterinary Observance Days (See Back for Details)**

 **Book Your Media for Next Quarter**

 **Clinician's Brief Print Close Date**

 **Clinician's Brief Print Creative Due**

 **Key Industry Events**

Jan 13-17, VMX  
 Feb 18-21, WVC  
 Mar 15-17, Fetch Charlotte  
 May 16-17, Chicago Vet

June 6-8, ACVIM Forum  
 June 21-25, AVMA  
 Aug 23-25, Fetch KC  
 Oct 14-16, Fetch Costal® Atlantic City

Oct 16-19, Wild West Vet  
 Oct 23-26, ACVS  
 Nov 7-8, NY Vet  
 Dec 6-8, Fetch Long Beach

## Key Veterinary Observance Days

**January 6**

National Cuddle Up Day

**January 24**

Change a Pet's Life Day

**February 20**

National Love Your Pet Day

**March 17-23**

Poison Prevention Week

**March 23**

National Puppy Day

**April 11**

National Pet Day

**April 27**

World Veterinary Day

**April 30**

National Adopt a Shelter Pet Day

**May 5-11**

National Be Kind to Animals Week

**June 2-8**

Pet Appreciation Week

**June 21**

Take Your Dog to Work Day

**July 31**

National Mutt Day

**August 22**

National Take Your Cat to the Vet Day

**September 28**

World Rabies Day

**October 13-19**

National Veterinary Technician Week

**October 29**

National Cat Day

**November 8**

International Human-Animal Bond Day

**November 10-16**

Practice Managers Appreciation Week

**December 2**

National Mutt Day

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