



2022-2023

Promotion Calendar



Celebration opportunities for school cafeterias



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School Nutrition magazine



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August

2022

MONTH-LONG EVENTS

Back-to-School Month
Family Fun Month
International Pirate Month
National Goat Cheese Month
National Golf Month
National Immunization Awareness Month
National Inventors Month
National Panini Month
National Sandwich Month
Summer Sun Safety Month

WEEK-LONG/MULTI-DAY EVENTS

International Clown Week | Aug. 1-7
National Farmers Market Week | Aug. 7-13
National Aviation Week | Aug. 19-25
World Water Week | Aug. 23-Sept. 1
Be Kind to Humankind Week | Aug. 25-31

SINGLE-DAY EVENTS

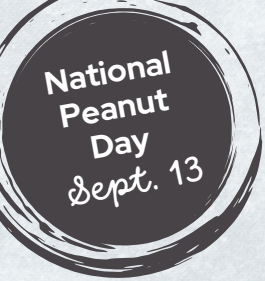
Air Force Day | Aug. 1
National Watermelon Day | Aug. 3
International Cat Day | Aug. 8
National Book Lovers Day | Aug. 9
World Elephant Day | Aug. 12
National Relaxation Day | Aug. 15
National Fajita Day | Aug. 18
National Aviation Day | Aug. 19
World Humanitarian Day | Aug. 19
World Photography Day | Aug. 19
National Tooth Fairy Day | Aug. 22
World Plant-Based Milk Day | Aug. 22
National Waffle Day | Aug. 24
National Dog Day | Aug. 26
National Beach Day | Aug. 30
Eat Outside Day | Aug. 31
National Trail Mix Day | Aug. 31

NOTABLE BIRTHDAYS + ANNIVERSARIES

DOGust 1st: Universal Birthday for
Shelter Dogs | Aug. 1
Francis Scott Key | Aug. 1
U.S. Coast Guard | Aug. 4
Lucille Ball | Aug. 6

Voting Rights Act of 1965 | Aug. 6, 1965
Julia Child | Aug. 15
19th Amendment – Women's
Right to Vote | Aug. 18, 1920
1963 March on Washington | Aug. 28

Click on highlighted events or names to learn more and get celebration or recipe ideas!



September

2022



MONTH-LONG EVENTS

Better Breakfast Month
National Hispanic Heritage Month | Sept. 15-Oct. 15
National Chicken Month
National Food Safety Education Month
National Mushroom Month
National Honey Month
National Potato Month
National Rice Month
National Whole Grains Month
World Alzheimer's Month

WEEK-LONG/MULTI-DAY EVENTS

National Waffle Week | Sept. 4-10
Suicide Prevention Week | Sept. 4-10
Oktoberfest | Sept. 17-Oct. 2
Banned Books Week | Sept. 18-24
Rosh Hashanah | Sept. 25-27

SINGLE-DAY EVENTS

World Coconut Day | Sept. 2
World Food Bank Day | Sept. 2
Labor Day | Sept. 5
National Read a Book Day | Sept. 6
NFL Season Opener | Sept. 8
Teddy Bear Day | Sept. 9
National Day of Encouragement | Sept. 12
74th Primetime Emmy Awards | Sept. 12
National Peanut Day | Sept. 13
National Coloring Day | Sept. 13
National Fried Rice Day | Sept. 20
World Alzheimer's Day | Sept. 21
International Day of Peace | Sept. 21
First Day of Fall | Sept. 22
Hobbit Day | Sept. 22
Native American Day | Sept. 23
World School Milk Day | Sept. 29

NOTABLE BIRTHDAYS + ANNIVERSARIES

Roald Dahl | Sept. 13
Writing of the "Star-Spangled
Banner" | Sept. 14, 1814
Agatha Christie | Sept. 15
U.S. Air Force | Sept. 18

Jim Henson | Sept. 24
Bill of Rights creation | Sept. 25, 1789
Shel Silverstein | Sept. 25
Johnny Appleseed | Sept. 26



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National
Pumpkin
Day
Oct. 26

October
2022

MONTH-LONG EVENTS

Breast Cancer Awareness Month
Down Syndrome Awareness Month
LGBTQ+ History Month
National Apple Month
National Bullying Prevention Month
National Chili Month
National Cookbook Month
National Pasta Month
National Pizza Month

WEEK-LONG/MULTI-DAY EVENTS

Mental Illness Awareness Week | Oct. 3-9
Yom Kippur | Oct. 4-5
Fire Prevention Week | Oct. 9-15
Sukkot | Oct. 9-16
National School Lunch Week | Oct. 10-14

SINGLE-DAY EVENTS

World Vegetarian Day | Oct. 1
National Child Health Day | Oct. 3
National Taco Day | Oct. 4
World Teachers Day | Oct. 5
World Smile Day | Oct. 7
Indigenous Peoples' Day | Oct. 10
National Stop Bullying Day | Oct. 12
Farmers Day | Oct. 12
World Egg Day | Oct. 14
National Pasta Day | Oct. 17
National Apple Day | Oct. 21
Diwali | Oct. 24
National Pumpkin Day | Oct. 26
National Chocolate Day | Oct. 28
National Immigrants Day | Oct. 28
Halloween | Oct. 31

NOTABLE BIRTHDAYS + ANNIVERSARIES

Walt Disney World Opens
| Oct. 1, 1971
Mahatma Gandhi | Oct. 2
John Lennon | Oct. 9
U.S. Navy | Oct. 13

Vice President Kamala Harris
| Oct. 20
Alfred Nobel | Oct. 21
Pablo Picasso | Oct. 25
Statue of Liberty dedication
| Oct. 28, 1886



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November
2022

MONTH-LONG EVENTS

Military Family Appreciation Month
National Adoption Month
National Alzheimer's Disease Awareness Month
National Diabetes Month
National Gratitude Month
National Native American Heritage Month
National Peanut Butter Lovers Month
National Pepper Month
National Roasting Month

WEEK-LONG/MULTI-DAY EVENTS

Día de los Muertos | Nov. 1-2
National Children's Book Week | Nov. 7-13
World Kindness Week | Nov. 7-13
Hunger & Homelessness Awareness
Week | Nov. 12-20
American Education Week | Nov. 14-18

SINGLE-DAY EVENTS

All Saints' Day | Nov. 1
National Cinnamon Day | Nov. 1
World Vegan Day | Nov. 1
National Stress Awareness Day | Nov. 2
National Sandwich Day | Nov. 3
Daylight Saving Time ends | Nov. 6
Election Day | Nov. 8
STEM/STEAM Day | Nov. 8
Veterans Day | Nov. 11
World Kindness Day | Nov. 13
National Pickle Day | Nov. 14
National Recycling Day | Nov. 15
National Hiking Day | Nov. 17
International Men's Day | Nov. 18
Eat a Cranberry Day | Nov. 23
Thanksgiving | Nov. 24
#GivingTuesday | Nov. 29

NOTABLE BIRTHDAYS + ANNIVERSARIES

Marie Curie | Nov. 7
Carl Sagan | Nov. 9
"Sesame Street" premiere
| Nov. 10, 1969
U.S. Marine Corps | Nov. 10
Elizabeth Cady Stanton | Nov. 12

Mickey & Minnie Mouse | Nov. 18
Gettysburg Address | Nov. 19, 1863
President Joe Biden | Nov. 20
Louisa May Alcott | Nov. 29
Mark Twain | Nov. 30
Shirley Chisholm | Nov. 30

National
Pear
Month



December
2022

MONTH-LONG EVENTS

Handwashing Awareness Month
National Fruitcake Month
National Impaired Driving Prevention Month
National Pear Month
National Root Vegetable & Exotic Fruits Month
Tropical Fruits Month
Universal Human Rights Month
Worldwide Food Service Safety Month

WEEK-LONG/MULTI-DAY EVENTS

National Handwashing Awareness Week
| Dec. 1-7
National Influenza Vaccination Week | Dec. 6-12
Saturnalia | Dec. 17-23
Hanukkah | Dec. 18-26
Kwanzaa | Dec. 26-Jan. 1

SINGLE-DAY EVENTS

World AIDS Day | Dec. 1
National Christmas Lights Day | Dec. 1
Special Education Day | Dec. 2
International Ninja Day | Dec. 5
National Comfort Food Day | Dec. 5
National Letter-Writing Day | Dec. 7
National Brownie Day | Dec. 8
Gingerbread House Day | Dec. 12
National Cocoa Day | Dec. 13
Go Caroling Day | Dec. 20
National Crossword Puzzle Day | Dec. 21
Yule/Winter Solstice | Dec. 21
National Cookie Exchange Day | Dec. 22
Christmas | Dec. 25
Boxing Day | Dec. 26
National Bacon Day | Dec. 30
New Year's Eve | Dec. 31

NOTABLE BIRTHDAYS + ANNIVERSARIES

Walt Disney | Dec. 5
Pearl Harbor Bombing | Dec. 7, 1941
Ada Lovelace | Dec. 10
U.S. National Guard Birthday
| Dec. 13

Bill of Rights ratification | Dec. 15, 1791
Boston Tea Party | Dec. 16, 1773
Jane Austen | Dec. 16
The Mayflower landing | Dec. 21, 1620
Clara Barton | Dec. 25



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January
2023



MONTH-LONG EVENTS

International Creativity Month

National Blood Donor Month

National Hobby Month

National Oatmeal Month

National Skating Month

National Slow Cooking Month

National Soup Month

National Thank You Month

National Poverty in America Awareness Month

WEEK-LONG/MULTI-DAY EVENTS

Folic Acid Awareness Week | Jan. 2-8

Orthodox Christmas | Jan. 7-9

National Pizza Week | Jan. 8-14

Universal Letter-Writing Week | Jan. 8-14

National Obesity Awareness Week | Jan. 10-16

National Storytelling Week | Jan. 30-Feb. 6

SINGLE-DAY EVENTS

National Science Fiction Day | Jan. 2

National Write to Congress Day | Jan. 3

National Spaghetti Day | Jan. 4

National Trivia Day | Jan. 4

National Bean Day | Jan. 6

National Apricot Day | Jan. 9

National Milk Day | Jan. 11

Orthodox New Year | Jan. 14

National Bagel Day | Jan. 15

Martin Luther King, Jr., Day | Jan. 16

National Popcorn Day | Jan. 19

National Penguin Day | Jan. 20

Lunar/Chinese New Year (Year of the Rabbit) | Jan. 22

National Pie Day | Jan. 23

National Fun at Work Day | Jan. 27

National Puzzle Day | Jan. 29

NOTABLE BIRTHDAYS + ANNIVERSARIES

J.R.R. Tolkien | Jan. 3

Isaac Newton | Jan. 4

Elvis Presley | Jan. 8

Alexander Hamilton | Jan. 11

Martin Luther King, Jr. | Jan. 15

Betty White | Jan. 17

Mozart | Jan. 27

Space Shuttle Challenger

Explosion | Jan. 28, 1986

Jackie Robinson | Jan. 31

February
2023

MONTH-LONG EVENTS

American Heart Month

Black History Month

International Friendship Month

National Cherry Month

National Grapefruit Month

National Hot Breakfast Month

National Library Lovers Month

National Sweet Potato Month

National Women Inventors Month

Potato Lovers Month

WEEK-LONG/MULTI-DAY EVENTS

Women's Heart Week | Feb. 1-7

Burn Awareness Week | Feb. 5-11

National School Counseling Week | Feb. 6-10

Pride in Foodservice Week | Feb. 6-10

Random Acts of Kindness Week | Feb. 14-20

SINGLE-DAY EVENTS

Groundhog Day | Feb. 2

National Tater Tot Day | Feb. 2

National Wear Red Day | Feb. 3

World Cancer Day | Feb. 4

National Chopsticks Day | Feb. 6

National Pizza Day | Feb. 9

Super Bowl LVII | Feb. 12

National Cheddar Day | Feb. 13

Valentine's Day | Feb. 14

Random Act of Kindness Day | Feb. 17

President's Day | Feb. 20

Fat Tuesday/Mardi Gras | Feb. 21

National Pancake Day | Feb. 21

Ash Wednesday | Feb. 22

National Chili Day | Feb. 23

National Pokémon Day | Feb. 27

National Strawberry Day | Feb. 27

NOTABLE BIRTHDAYS + ANNIVERSARIES

Elmo | Feb. 3

Rosa Parks | Feb. 4

Facebook launches | Feb. 4, 2004

Abraham Lincoln | Feb. 12

Susan B. Anthony | Feb. 15

John Lewis | Feb. 21

George Washington | Feb. 22

W.E.B. Du Bois | Feb. 23

Steve Jobs | Feb. 24

Johnny Cash | Feb. 26

March
2023

MONTH-LONG EVENTS

National Celery Month
National Crafting Month
National Music in Our Schools Month
National Noodle Month
National Nutrition Month
National Peanut Month
National Reading Month
Women's History Month
Youth Art Month

WEEK-LONG/MULTI-DAY EVENTS

Hearing Awareness Week | Mar. 1-7
National Salt Awareness Week | Mar. 4-11
Chocolate Chip Cookie Week | Mar. 5-11
National School Breakfast Week | Mar. 6-10
March Madness | Mar. 12-Apr. 3
Ramadan | Mar. 22-Apr. 20

SINGLE-DAY EVENTS

World Compliment Day | Mar. 1
Read Across America Day | Mar. 2
World Wildlife Day | Mar. 3
World Obesity Day | Mar. 4
Purim | Mar. 7
Holi | Mar. 8
International Women's Day | Mar. 8
National Meatball Day | Mar. 9
95th Academy Awards | Mar. 12
National Pi Day | Mar. 14
National Panda Day | Mar. 15
St. Patrick's Day | Mar. 17
Spring Equinox | Mar. 20
World Down Syndrome Day | Mar. 21
National Spinach Day | Mar. 26
National Crayon Day | Mar. 31
National Farm Workers Day | Mar. 31

NOTABLE BIRTHDAYS + ANNIVERSARIES

U.S. Peace Corps | Mar. 1
Yellowstone National Park opens
| Mar. 1, 1872
Dr. Seuss | Mar. 2
Michelangelo | Mar. 6
Albert Einstein | Mar. 14

Ruth Bader Ginsburg | Mar. 15
Fred Rogers | Mar. 20
Harry Houdini | Mar. 24
Aretha Franklin | Mar. 25
Tennessee Williams | Mar. 27
Vincent Van Gogh | Mar. 30



MONTH-LONG EVENTS

Arab-American Heritage Month

Move More Month

National Garden Month

National Garlic Month

National Grilled Cheese Month

National Poetry Month

National Soy Foods Month

National Volunteer Month

School Library Month

Stress Awareness Month

World Autism Month

WEEK-LONG/MULTI-DAY EVENTS

National Public Health Week | Apr. 3-9

National Wildlife Week | Apr. 4-8

Passover | Apr. 6-13

Eid al-Fitr | Apr. 21-22

SINGLE-DAY EVENTS

World Autism Awareness Day | Apr. 2

International Carrot Day | Apr. 4

Good Friday | Apr. 7

National Burrito Day | Apr. 7

World Health Day | Apr. 7

Easter | Apr. 9

National Siblings Day | Apr. 10

National Pet Day | Apr. 11

National Scrabble Day | Apr. 13

Orthodox Easter | Apr. 16

National Banana Day | Apr. 19

National Garlic Day | Apr. 19

Earth Day | Apr. 22

Administrative Professionals Day
| Apr. 26

National Superhero Day | Apr. 28

Stop Food Waste Day | Apr. 28

NOTABLE BIRTHDAYS + ANNIVERSARIES

Maya Angelou | Apr. 4

First U.S. space shuttle flight
| Apr. 12, 1981

Leonardo da Vinci | Apr. 15

Charlie Chaplin | Apr. 16

Selena Quintanilla | Apr. 16

William Shakespeare | Apr. 23

Ella Fitzgerald | Apr. 25

Bugs Bunny's first appearance
| Apr. 30, 1938



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May
2023



MONTH-LONG EVENTS

Asian American and Pacific Islander
Heritage Month

Celiac Disease Awareness Month

Food Allergy Action Month

Mental Health Awareness Month

Military Appreciation Month

National Asparagus Month

National Egg Month

National Salad Month

National Salsa Month

National Strawberry Month

WEEK-LONG/MULTI-DAY EVENTS

National Nurses Week | May 6-12

Drinking Water Week | May 7-13

National Pet Week | May 7-13

Public Service Recognition Week | May 7-13

Teacher Appreciation Week | May 1-5

SINGLE-DAY EVENTS

School Principals' Day | May 1

National Teacher Day | May 2

Star Wars Day | May 4

Cinco de Mayo | May 5

National Space Day | May 5

School Lunch Hero Day | May 5

Kentucky Derby | May 6

National Fitness Day | May 7

National School Nurse Day | May 11

International Hummus Day | May 13

Mother's Day | May 14

International Day of Families | May 15

National Armed Forces Day | May 20

National Talk Like Yoda Day | May 21

World Turtle Day | May 23

National Hamburger Day | May 28

Memorial Day | May 29

National Creativity Day | May 30

NOTABLE BIRTHDAYS + ANNIVERSARIES

Audrey Hepburn | May 4

James Beard | May 5

J.M. Barrie | May 9

First official Mother's Day
| May 9, 1914

Florence Nightingale | May 12

American Red Cross forms
| May 21, 1881

Sally Ride | May 26

Bob Hope | May 29



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National
Dairy
Month



MONTH-LONG EVENTS

Great Outdoors Month
National Dairy Month
National Fresh Fruit and Vegetables Month
National Men's Health Month
National Oceans Month
National Safety Month
National Soul Food Month
Oral Health Month
Pride Month
Professional Wellness Month
Turkey Lovers Month

WEEK-LONG/MULTI-DAY EVENTS

Pet Appreciation Week | June 4-10
National Flag Week | June 11-17
U.S. Open | June 15-18
National Pollinator Week | June 19-25
Wimbledon Championships | July 3-16

SINGLE-DAY EVENTS

National Olive Day | June 1
World Bicycle Day | June 3
National Cheese Day | June 4
World Environment Day | June 5
National Best Friends Day | June 8
National Corn on the Cob Day | June 11
Superman Day | June 12
Flag Day | June 14
National Eat Your Vegetables Day
| June 17
International Sushi Day | June 18
International Picnic Day | June 18
Father's Day | June 18
Juneteenth | June 19
National Smoothie Day | June 21
World Day of Music | June 21
National PTSD Awareness Day
| June 27

NOTABLE BIRTHDAYS + ANNIVERSARIES

Marilyn Monroe | June 1
D-Day | June 6, 1944
Prince | June 7
Donald Duck's debut | June 9, 1934
Maurice Sendak | June 10

Anne Frank | June 12
Harriet Beecher Stowe | June 14
U.S. Army | June 14
Anthony Bourdain | June 25
Helen Keller | June 27



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National
Blueberry
Month

July
2023

MONTH-LONG EVENTS

Eggplant Month
National Baked Beans Month
National Blueberry Month
National Corn Month
National Culinary Arts Month
National Fishing Month
National Grilling Month
National Hot Dog Month
National Picnic Month
National Watermelon Month
Parks and Recreation Month
World Watercolor Month

WEEK-LONG/MULTI-DAY EVENTS

Tour de France | July 1-23
National Zoo Keeper Week | July 16-27
Lumberjack World Championships | July 27-29

SINGLE-DAY EVENTS

International Chicken Wing Day | July 1
Independence Day | July 4
National Day of Rock 'n' Roll | July 7
National Macaroni Day | July 7
World Chocolate Day | July 7
Teddy Bear Picnic Day | July 10
National Blueberry Muffin Day | July 11
National French Fry Day | July 13
National Mac and Cheese Day | July 14
Shark Awareness Day | July 14
National Cherry Day | July 16
World Emoji Day | July 17
International Chess Day | July 20
Mango Day | July 22
World Tofu Day | July 26
National Lasagna Day | July 29
International Day of Friendship | July 30

NOTABLE BIRTHDAYS + ANNIVERSARIES

First U.S. Zoo opens | July 1, 1874
Civil Rights Act of 1964 | July 2
Frida Kahlo | July 6
Nikola Tesla | July 10
E.B. White | July 11
Disneyland opens | July 17, 1955

First man on the moon
| July 20, 1969
Alex Trebek | July 22
Amelia Earhart | July 24
Beatrix Potter | July 28
Harry Potter | July 31



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