



## Creating an August Rush

By Tom Comi

It's not always easy to drum up business during the dog days of summer, and we here at the SSA are always thinking of ways to help you create some buzz with your facility.

With that in mind—and some help from the folks at ThinkQuest.org—we have compiled an actual list of lesser-known holidays you can use to lure some new customers your way this month.

The bottom line is there simply aren't enough advertising campaigns that revolve around Creamsicles, middle children, petroleum and bad poetry. So step outside your comfort zone and use these special days to increase your bottom line. Good luck!

### FOOD PROMOTIONS

- August 1: National Raspberry Cream Pie Day
- August 2: National Ice Cream Sandwich Day
- August 3: National Watermelon Day
- August 5: National Mustard Day
- August 14: National Creamsicle Day
- August 16: Bratwurst Festival
- August 19: Potato Day
- August 21: National Spumoni Day
- August 23: National Spongecake Day
- August 26: National Cherry Popsicle Day

- August 30: National Toasted Marshmallow Day
- August 31: National Trail Mix Day

### PEOPLE PROMOTIONS

- August 1: Friendship Day
- August 4: Twins Day Festival
- August 12: Middle Child's Day

### OUT-OF-THE BOX PROMOTIONS

- August 6: Wiggle Your Toes Day
- August 8: Sneak Some Zucchini Onto Your Neighbor's Porch Night
- August 9: National Polka Festival
- August 10: Lazy Day
- August 13: Blame Someone Else Day
- August 15: National Relaxation Day
- August 15: National Failures Day
- August 17: National Thriftshop Day
- August 18: Bad Poetry Day
- August 22: Be An Angel Day
- August 25: Kiss-And-Make-Up Day
- August 27: Petroleum Day
- August 28: World Sauntering Day