

## Leverage Wacky “Holidays” to Create Visibility

Written by PR Etc., Inc.

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Ever heard of National Submarine Sandwich day? How about Clean Out Your Refrigerator Week? Or maybe you’ve delayed Procrastination Week at your home for another year?

While these “holidays” may not appear on your wall calendar, these are actual dates applied for by organizations throughout the world. These – and hundreds more wacky dates – are listed on such web sites as [www.butlerwebs.com/holidays](http://www.butlerwebs.com/holidays), and you can leverage them to enhance or create fun visibility around your organization or event.

We often identify fun dates to see if and how they can tie into any of our clients’ activities, and then we work with the media to publicize these zany ideas.

For example, during “Bake for Family Fun” month (February), we’ve teamed up family-focused organizations and churches with bakeries to create their own “family cakes” to showcase both the non-profit groups and local bakeries. Another example is “Clean Out Your Refrigerator Week” in April, which, if you are a business selling storage containers, could jump on to help promote your products and highlight appropriate labeling so food doesn’t go bad in your refrigerator in the future.

For each wacky date, there are unlimited ways to promote your organization or its products. It just takes a fresh eye and an amusing point of view.