

July - December 2021

At PetLink, we care about our veterinary partners. We want to encourage more veterinary practices to protect pets through microchipping procedures. The holidays listed below are great opportunities to offer microchip specials to increase revenue and pet microchipping awareness.

JULY

4th of July (Jul 4th)
Shark Awareness Day (Jul 14th)
National Mutt Day (Jul 31st)

AUGUST

Itchy Pet Awareness Month
International Assistance Dog Week (Aug 1st - 7th)
International Cat Day (Aug 8th)
Check the Chip Day (Aug 15th)
National Bring Your Cat to the Vet Day (Aug 22nd)
International Dog Day (Aug 26th)

SEPTEMBER

Animal Pain Awareness Month
National Disaster Preparedness Month
National Service Dog Month
Responsible Dog Ownership Month
National Deaf Dog Awareness Week (Sept 19th - 25th)
World Rabies Day (Sept 28th)

OCTOBER

National Walk Your Dog Week (Oct 1st - 7th)
World Animal Day (Oct 4th)
National Vet Tech Week (Oct 17th - 23rd)
Reptile Awareness Day (Oct 21st)
National Cat Day (Oct 29th)
Halloween (Oct 31st)

NOVEMBER

National Pet Diabetes Month
Manatee Awareness Month
Thanksgiving (Nov 25th)
First Night of Hanukkah (Nov 28th)

DECEMBER

National Day of the Horse (Dec 13th)
Christmas Day (Dec 25th)
Visit the Zoo Day (Dec 27th)



Questions?

Email us at ussales@datamars.com

