

January - June 2023

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.

JANUARY

Walk Your Pet Month
National Train Your Dog Month
Jan 2: National Pet Travel Safety Day
Jan 14: National Dress Up Your Pet Day
Jan 24: Change a Pet's Life Day

FEBRUARY

National Cat Health Month
Spay / Neuter Awareness Month
Feb 14: Pet Theft Awareness Day
Feb 20: Love Your Pet Day
Feb 22: National Walk Your Dog Day
Feb 28: World Spay Day

MARCH

Mar 3: If Pets Had Thumbs Day
Mar 9-13: National Professional Pet Sitters Week
March 13: K-9 Veterans Day
Mar 23: National Puppy Day; Cuddly Kitty Day

APRIL

Heartworm Awareness Month
Prevent Lyme Disease in Dogs Month
Prevention of Cruelty to Animals Month
Apr 1-7: International Pooper Scooper Week
Apr 6-10: National Dog Bite Prevention Week
Apr 10: National Hug Your Dog Day
Apr 11: National Pet Day
Apr 17-23: National Pet ID Week
Apr 23: National Lost Dog Awareness Day
Apr 27: World Veterinary Day
Apr 28: National Pet Parents Day

MAY

National Chip Your Pet Month
Pet Cancer Awareness Month
National Pet Month
Lyme Disease Prevention Month
May 3-9: National Pet Week
May 11: National Animal Disaster Preparedness Day
May 30: International Hug Your Cat Day

JUNE

National Pet Preparedness Month
National Microchipping Month
Jun 1-7: Pet Appreciation Week
Jun 8: National Best Friends Day
Jun 21: Dog Party Day
Jun 22-28: National Take Your Pet to Work Week
Jun 24: Cat World Domination Day



Questions?

Email us at ussales@datamars.com



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