

January - June 2024

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 5: National Bird Day
Jan 6: National Cuddle Up Day
Jan 21: National Squirrel Appreciation Day

FEBRUARY

Responsible Pet Owners Month
Heart Month
Feb 20: Love Your Pet Day
Feb 22: National Wildlife Day

MARCH

Mar 13: K-9 Veterans Day
Mar 17-23: Poison Prevention Week
Mar 23: National Puppy Day

APRIL

Heartworm Awareness Month
Prevent Lyme Disease in Dogs Month
Prevention of Cruelty to Animals Month
National Frog Month
Apr 1-7: National Public Health Week
Apr 7: World Health Day
Apr 11: National Pet Day
Apr 17-23: National Pet ID Week
Apr 26: Hairball Awareness Day
Apr 27: World Veterinary Day

MAY

Arthritis Awareness Month
Asthma and Allergy Awareness Month
National Service Dog Eye Exam Month
May 3: National Specially-abled Pets Day
May 5-11: National Pet Week
May 11: National Animal Disaster Preparedness Day
May 23: World Turtle Day

JUNE

National Pet Preparedness Month
Jun 2-8: Pet Appreciation Week
Jun 4: Hug Your Cat Day
Jun 8: World Oceans Day
Jun 21: World Giraffe Day



Questions?

Email us at ussales@datamars.com

