

# NBF & Bed Advice UK's 2023 Marketing Calendar

## Dates of significance to link your sales & marketing activities to



January	February	March
Winter sales period: new year, new bed/mattress?	2nd Feb - Time to Talk Day	National Bed Month - keep an eye out for the downloadable marketing toolkit on the <a href="#">Marketing Support page</a> .
1st - 31st Veganuary: the demand for vegan-friendly mattresses is growing - do any of yours cater for this demographic?	6th - 12th Apprenticeship Week	2nd March - World Book Day
1st - 31st Get Organised Month	14th Feb - Valentines' Day - ways to make romantic bedroom	3rd March - National Unplugging Day - 24hr respite from technology
3rd - Festival of Sleep Day		12th -18th - USA's National Sleep Awareness Week
10th Jan - Houseplant Appreciation Day		13th March - National Napping Day
17th - 23rd Big Energy Saving Week		17th March - World Sleep Day
		18th March - Global Recycling Day
		20th March International Day of Happiness First Day of Spring / March equinox
		27th March BST begins, clock go forward, lose an hour of sleep.
		30th March - 3rd April - Family Safety Week: check your family's beds are up to scratch and for peace of mind, buy from an NBF-approved member

April	May	June
Stress Awareness Month National Pet Month	<b>MAY Be Time for a New Mattress - keep an eye out for the downloadable marketing toolkit on the <a href="#">Marketing Support page</a>.</b>	Begin sharing advice on how to sleep better during the lighter mornings and keeping your bedroom cool
1st April - Walk to Work Day: share the benefits of exposure to daylight in the morning to help reset your circadian rhythm, as well as the benefits of exercise.	9th - 15th May - Mental Health Awareness Week: The Sleep Charity has helpful resources on the benefits of sleep and its impact on our mental health	5th June - World Environment Day: see our Sustainability section on Bed Advice UK for tips on making more sustainable choices around beds/mattresses and their end-of-life.
7th April - World Health Day	1st May - International Dawn Chorus Day	6th - 10th - Child Safety Week
9th April - Easter Sunday	3rd May - World Asthma Day: see Allergy Awareness Week	<b>10th June - Knaresborough Bed Race</b>
19th April - Wear Your Pjs to Work Day	14th - 20th - National Women's Health Week	12th - 18th - Men's Health Week
22nd April - Earth Day	15th May - International Day of Families	16th June - Clean Air Day: what is your business doing to reduce its carbon emissions?
23rd April - World Book Day: share the benefits of swapping that evening tittle for a book, bath or warming non-caffeinated drink to wind-down to bedtime.	21st May - International Tea Day: avoid caffeine in the afternoon/evening	21st June - Summer Solstice/longest day
24th - 28th - Stop Snoring Week	22nd - 28th - Scams Awareness Week 1 from Citizens Advice - share our tips on avoiding mattress fraud and back-of-the-van traders. Always look for the NBF-approved tick.	12th - 18th June - Home Fire Safety Week: check for the BS 7177 label, never buy from the back of a van and look for the NBF-approved tick.
24th - 30th Allergy Awareness Week: indoor allergy sufferers say their symptoms feel worse in the bedroom - is it time for a new mattress?		
28th April - World Day for Safety and Health at Work: NBF members are encouraged to use NBF Protect for advice and support.		

July	August	September
<p>3rd - 9th - Scams Awareness Week 2 from Citizen's Advice: share our tips on avoiding mattress fraud and back-of-the-van traders. Always look for the NBF-approved tick.</p>	<p>10th Aug - National Lazy Day</p>	<p>Sleeptember - The Sleep Charity's annual awareness campaign looks at how to get a good night's sleep and why it's beneficial.</p>
<p>3rd - 9th Alcohol Awareness Week: <a href="#">The Sleep Charity</a> has helpful information on how alcohol affects our sleep.</p>	<p>15th Aug - National Relaxation Day</p>	<p>Self-Improvement Month</p>
<p>Reminder that the school holidays are the ideal time for parents and caregivers to check their child's beds are still up to scratch. Share signs to look out for and if replacing, buy from an Approved NBF member.</p>	<p>'Back to school' – whilst parents and caregivers buy new school uniforms and shoes, encourage them to check if their children's beds are still comfortable, supportive and big enough. If replacing, buy from an Approved NBF member.</p>	<p>5th Sept - International Day of Charity: please support our long-term partner, The Sleep Charity.</p>
<p>24<sup>th</sup> - International Self Care Day</p>		<p>11th Sept - National Make Your Bed Day</p>
		<p>16th Sept - World Clean Up Day: do you have a take-back scheme for old mattresses? Encourage your customers to recycle their mattresses to avoid them going to landfill.</p>
		<p>21st Sept</p> <p>International Day of Peace</p> <p>World Gratitude Day</p>
		<p>28th Sept - National Manufacturing Day: for NBF members to share the benefits of working in our industry.</p>
		<p>30th Sept - International Podcast Day - did you know about BedBiz podcast series? Available to watch via our <a href="#">Resources section</a>.</p>

October	November	December
Positive Attitude Month	Begin to share tips on staying warm in bed during winter	Christmas/holiday period: treat yourself to new bed/mattress during the upcoming sales?  Share guest bed ideas
1st Oct - International Coffee Day: avoid caffeine in the afternoon/evening	1st Nov - World Vegan Day: see Veganuary.	21st Dec - Winter Solstice, shortest day
2nd Oct - World Statistics Day: Our mattresses are subject to a staggering 20,000 hours of wear and tear over a seven-year lifespan; if you spend £1,000 on a new bed, this works out at only 40p per night over seven years, or 20p each for a couple.	2nd Nov - National Stress Awareness Day: visit The Sleep Charity for useful info around sleep and stress.	
3rd - 7th Oct - Back Care Awareness Week: encourage your customers to regularly check if their beds are still comfortable and supportive. Visit Backcare charity for expert info.	7th - 11th Nov - International Stress Awareness Week: see above.	
10th Oct - World Mental Health Day: see Mental Health Awareness Week	12th - 18th Nov - Fraud Awareness Week: see Scams Awareness Week.	
16th - 22nd Oct - Recycle Week: see our Sustainability section on Bed Advice UK for tips on making more sustainable choices around beds/mattresses and their end-of-life.		
30th Oct - National Sleep In Day: BST ends, clocks go back and gain an hour		