

**FEBRUARY 2008**



**1-28: Library Lovers Month.**

*Read away*

Intended to recognize the value of school, public and private libraries across the nation, this month is a reader's paradise. Giving employees gift cards to their favorite bookstores is a great way to improve morale. Or, start a reading club at lunchtime.

**I**

**CAR INSURANCE FIRST ISSUED.**

*1-800-Safe Auto*

On this day in 1898, Traverlers Insurance Company issued the first car insurance against accidents with horses. Although our car insurance polices have changed a bit since the late 19th century, your clients still need to take care of their vehicles. A car emergency kit will be a much-appreciated gift.

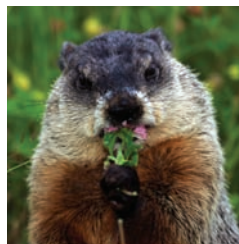


**I**

**NATIONAL WEAR RED DAY.**

*Heart Health*

In honor of American Heart Month in February, women are encouraged to wear red in honor of the 500,000 women who die from cardiovascular diseases each year. Today, and this month, red polos, red ribbons and red sweatshirts are all great ways to draw attention to this important cause.



**2**

**GROUNDHOG DAY.**

*"So put your little hand in mine..."*

Although Bill Murray did make this day more popular – especially for those Punxatawney Phil fans in PA – Groundhog Day originated with German settlers. Legend has it if a groundhog sees his shadow when he emerges on this day, six weeks of winter will ensue; if not, an early spring is on the way.

**3**

**NORMAN ROCKWELL'S BIRTHDAY.**

*The Saturday Evening Post's Finest*

Perhaps one of America's most influential artists, Norman Rockwell was best known for his ability to portray the world exactly how it was. Rockwell died on Nov. 8, 1978 at age 84. He completed over 4,000 original works in his lifetime. Reward loyal clients with Rockwell reprints, desk figurines and, of course, calendars.



**7**

**BALLET COMES TO THE UNITED STATES.**

*Risqué Ballet?*

When renowned French danseuse Mme Francisquy Hutin performed in New York City's Bowery Theater today in 1827, her talent was quite unappreciated by the women in the audience. Appalled by Mme and her troupe's scanty attire, the ladies sitting in the front boxes walked right out of the theatre.

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**Fun Fact**

**BAKE FOR FAMILY FUN MONTH.**

*Death by Chocolate?*



In 2004, 3,607,052 tons of cocoa was harvested – an increase of 131.7% in 30 years. Celebrate America's love for chocolate and other goodies by giving employees and valued clients a basket full of treats.



# 10-16

**JELL-O WEEK.**  
*JELL-O Jiggles*

Celebrated the second week of each February, JELL-O week is held in honor of "American's Most Famous Desert." Today, there are over 158 gelatin products sold under the JELL-O brand and approximately 300 million boxes sold in the U.S. each year.



# 11-12

**WESTMINSTER KENNEL CLUB DOG SHOW.**  
*Pomp Puppies*

Since 1877, the Westminister Kennel Club has held a two-

day annual dog show in Madison Square Gardens, New York City. This week, your clients may pay some extra attention to their pups. Dogwear, leashes and chew toys are great gifts for those clients with canine companions.

# 12-19

**NATIONAL CONDOM WEEK.**  
*Safety First*

To help educate consumers, patients, students and professionals about the dangers of sexually transmitted diseases and the risk of pregnancy, distributing condoms during this week of love could safeguard the health and well-being of recipients. Look for brands that come in logoed packaging to let consumers know you care.

# 14

**VALENTINE'S DAY.**  
*Will you be mine?*

The origin of Valentine's Day as we celebrate it is unclear. But whatever the history, it's one of the most widely celebrated "unofficial" holidays. Flowers and candy are



always winning gifts, but cameras, spa gift certificates or jewelry gifts will help lovebirds score big with their sweethearts.

# 17-23

**BUILD A BETTER TRADE SHOW WEEK.**  
*Trade show Tactics*

This is your week, trade show exhibitor. If you're still using last year's trade show booth, retire it, or give it a make-over. New table covers, display set-ups and catchy giveaways will maximize your chances of getting noticed on the show floor.

# 26

**JONNY CASH'S 76TH BIRTHDAY.**  
*Man in Black*

In his lifetime, Johnny Cash recorded over 1,500 songs spanning from 1950 until 2003, the year he died. Cash and Elvis Presley are the only two music artists ever to be inducted into both the Country Music and Rock and Roll halls of fame. Celebrate with a "Walk the Line"-flavored promotion, complete with a cowboy theme.

**Feb. 12: Abraham Lincoln's Birthday.**  
*Happy birthday, Honest Abe. Abraham Lincoln, the 16th president of the United States is one of the most popular*



*president in history. Yet, few know that Lincoln's signature beard was grown at the suggestion of 11-year old Grace Bedell. In a letter, Bedell promised her entire family's vote if Lincoln let his whiskers grow over his "thin" face.*