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2023	Potential Awareness Months/Days	NAIFA Events/Deadlines
January	<ul style="list-style-type: none"> <li>Data Privacy Day</li> <li>National Financial Wellness Month</li> </ul>	<ul style="list-style-type: none"> <li>Jan. 6 - Content for AT Print Issue 1 (NAIFA Love) due</li> </ul>
February	<ul style="list-style-type: none"> <li>NAIFA Love month</li> <li>Black History Month</li> <li>Identity Theft Awareness Week</li> <li>Safer Internet Day (8<sup>th</sup>)</li> <li>America Saves Week (Feb. 27- Mar. 3)</li> </ul>	<ul style="list-style-type: none"> <li>NAIFA Love Issue mails</li> </ul>
March	<ul style="list-style-type: none"> <li>National Women's History Month</li> <li>Intercompany LTC Insurance Conference (12<sup>th</sup> – 15<sup>th</sup>)</li> </ul>	
April	<ul style="list-style-type: none"> <li>Financial Literacy Month</li> <li>National Social Security Month</li> <li>National Volunteer Week</li> <li>National Teach Children to Save Day</li> <li>National Retirement Planning Week</li> <li>Money Smart Week (15<sup>th</sup> - 21<sup>st</sup>)</li> <li>Federal Income Tax Day (18<sup>th</sup>)</li> <li>International Financial Independence Awareness Day (25<sup>th</sup>)</li> </ul>	
May	<ul style="list-style-type: none"> <li>Disability Insurance Awareness Month</li> <li>Military Appreciation Month</li> <li>Older Americans Month</li> <li>Asian and Pacific Island Heritage Month</li> </ul>	<ul style="list-style-type: none"> <li>NAIFA Congressional Conference (22<sup>nd</sup> – 23<sup>rd</sup>)</li> </ul>
June	<ul style="list-style-type: none"> <li>American Housing Month</li> <li>National Annuity Awareness Month</li> <li>National Insurance Awareness Day (28<sup>th</sup>)</li> <li>National Family Owned &amp; Operated Business Day (23<sup>rd</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>Jun. 9 - Content for AT Print Issue 2 (Advocate Theme) due</li> </ul>
July	<ul style="list-style-type: none"> <li>National Financial Freedom Day (1<sup>st</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>Summer Issue mails</li> </ul>
August	<ul style="list-style-type: none"> <li>National Senior Citizens Day</li> <li>National Financial Awareness Day (14<sup>th</sup>)</li> </ul>	



September	<ul style="list-style-type: none"> <li>• Life Insurance Awareness Month</li> <li>• National Preparedness Month</li> <li>• National College Savings Month</li> <li>• Sept. 16 – Oct. 16: National Hispanic Heritage Month</li> <li>• National 401(k) Day (8<sup>th</sup>)</li> <li>• Gold Star Mother's Day (24<sup>th</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>• Sept. 8 - Content for AT Print Issue 3 (Educate Theme) due</li> </ul>
October	<ul style="list-style-type: none"> <li>• National Financial Planning Month</li> <li>• National Retirement Security Week (15<sup>th</sup> – 21<sup>st</sup>)</li> <li>• National Cyber Security Awareness Month</li> <li>• Family Health Month</li> <li>• Financial Planning Day (5<sup>th</sup>)</li> <li>• Get Smart about Credit Day (20<sup>th</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>• Fall Issue mails</li> </ul>
November	<ul style="list-style-type: none"> <li>• National Long Term Care Awareness Month</li> <li>• National Native American Heritage Month</li> <li>• Veteran's Day (11<sup>th</sup> – observed the 10<sup>th</sup>)</li> <li>• International Fraud Awareness Week (12<sup>th</sup> – 18<sup>th</sup>)</li> </ul>	
December	<ul style="list-style-type: none"> <li>• Identity Theft &amp; Protection Awareness Month</li> <li>• National Health Savings Account Day (8<sup>th</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>• NAIFA National Leadership Conference &amp; Belong (3<sup>rd</sup> – 5<sup>th</sup>)</li> </ul>