

# April

There's a lot more to April than tax day. Find new ways to delight your staff and customers with these lesser-known holidays.

SAT 4/6

**National Student-Athlete Day:** Offer a free treat or a small discount to students who wear their uniforms in your shop today!

SUN 4/7

**National Handmade Day:** Highlight the craftspeople who help you sell unique goods or tasty foods.

THU 4/18

**Get To Know Your Customers Day:** Offer a special reward to customers in your loyalty program to get them through the door today.

THU 4/25

**National Poem in Your Pocket Day:** Post a poem in your shop today that reflects your priorities and values.

TUE 4/30

**National Raisin Day:** Offer up these tasty snacks by themselves, in pastries, or as decorations!

	1	2	3	4 <i>National Burrito Day</i> 	5	6 <i>National Student-Athlete Day</i>
7 <i>National Handmade Day</i>	8	9	10 <i>National Siblings Day</i> 	11	12	13
14 <i>National Gardening Day</i> 	15 <i>Tax Day</i>	16	17	18 <i>Get To Know Your Customers Day</i>	19	20
21 	22	23 <i>National Picnic Day</i>	24	25 <i>National Poem in Your Pocket Day</i>	26	27
28 <i>National Superhero Day</i> 	29	30 <i>National Raisin Day</i>				

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