

## Marketing Minute

### Holidays / National Days Q2 2025: April, May, June

April, May and June are chockful of holidays, national days and other seasonal marketing tie-ins. Spring brings rain showers (windshield wiper replacements) and pollen season (cabin and air filters). Warmer weather and Memorial Day weekend kicks off road trip season (vehicle maintenance and safety checks).



Upcoming holidays include Easter (fill plastic eggs with prizes that customers can win), Mother's Day (special weekend pricing) and Father's Day (pricing and/or additive special). May is chockful of "appreciation" days for working professionals and military members.

See below for more special occasions and sample social media posts. Have fun!

DATE	OCCASION	HASHTAGS
April	Distracted Driving Awareness Month	
April 1	April Fool's Day	#AprilFools
April 11	Pet Day	#NationalPetDay
April 15	Tax Day	
April 17	Get To Know Your Customers Day	#GetToKnowYourCustomersDay
April 20	Easter (Plastic eggs with prizes)	#HappyEaster
April 22	Earth Day (Recycling oil and filters)	#EarthDay #Recycle
April 22	Oklahoma Day	#OklahomaDay #SoonerState
April 25	Hug A Plumber Day (Offer discount to plumbers, market fleet services)	
April 28	Superhero Day	#SuperheroDay

April 30	Adopt a Shelter Pet Day (Partner with local shelter, have pets onsite or coupons to pay part of the adoption fee or sponsor a pet)	#AdoptAShelterPetDay
May	Military Appreciation Month	
May 4	Star Wars Day (May the 4 <sup>th</sup> Be With You)	#StarWarsDay
May 4-10	Public Service (Employee) Recognition Week	#PSRWeek
May 5	Cinco de Mayo	#CincodeMayo
May 5-9	Teacher Appreciation Week	#TeacherAppreciationWeek
May 6	Teacher Appreciation Day	#TeacherAppreciationDay
May 6-12	Nurses Week	#NationalNursesWeek
May 11	Mother's Day	#HappyMothersDay
May 12	Odometer Day	
May 11-17	Police Week	#NationalPoliceWeek
May 16	Barbecue Day	#NationalBBQDay
May 16	NASCAR Day	#NASCARday
May 17	Armed Forces Day	#ArmedForcesDay
May 18-24	EMS Week	#NationalEMSWeek
May 23	Road Trip Day	#NationalRoadTripDay #VehicleMaintenance
May 26	Memorial Day	#MemorialDay
June	LBGTQ Pride Month	#PrideMonth
June 6	Doughnut Day	#NationalDoughnutDay
June 14	Flag Day	#NationalFlagDay
June 14	Army Birthday	
June 15	Father's Day	#HappyFathersDay

June 19	Juneteenth	#Juneteenth #FreedomDay
June 20	First Day of Summer	#FirstDayOfSummer #SummerBegins
June 21	Selfie Day	#SelfieDay
June 21	Arizona Day	#ArizonaDay #GrandCanyonState
June 22	HVAC Tech Day (Offer discount to HVAC employees, market fleet services)	#NationalHVACTechDay
June 30	Social Media Day (Share your social page links, run a contest on social media)	#SocialMediaDay

See OilU.org Pre-approved Social Media for associated images to go with posts below.

<https://www.oilu.org/templates/pre-approved-social-media/>

### April - Distracted Driving Awareness Month

Distracted driving is any activity that anything that takes your attention away from the task of safe driving. Texting is the most alarming distraction, but other activities can also be distracting including talking (on the phone or to passengers), eating or drinking, or adjusting the stereo, or viewing a navigation system. #DistractedDrivingAwarenessMonth #PSA #JustDrive

### Cabin Filter Replacement

🌸 Spring is in the air... but you don't want it in your 🚗! Your cabin air filter removes pollen, dust, and debris from your vehicle's ventilation system, giving you fresh, clean air inside your ride. Visit your local Costa Oil and let us help you breathe easier this spring! 🤧 #FreshAir #CabinFilter #VehicleMaintenance #Springtime #SpringCleanUp #Allergies #Pollen

Allergies in full swing? 🤧 A dirty cabin filter allows pollen and allergens to circulate through your car's vents. Refresh your cabin filter routinely to keep your air fresh and your sinuses happy! 🤧 #SpringClean #FreshAir #CabinFilter

## **Breathe Easier with A Fresh Cabin Filter**

Your vehicle's cabin air filter traps dust, dirt, pollen, insects and even small animals (it's true!) 😬 If you want to keep the air inside your car fresh and clean – the air you and your passengers breathe! – check and replace your cabin filter regularly. 🙌 Not sure how? We can do it for you! #CleanAir #HealthyDriving #CabinFilter #VehicleMaintenance

## **Windshield Wiper Replacement**

### **Are you ready for April showers?** ☁️

Don't let worn-out wipers ruin your visibility and put you at risk on the road. Take a minute to check them today—if they're skipping, streaking, or squeaking, it's time for a replacement! 🚗🗨️ Stay safe, drive smart. #SafeDriving #RainReady #AprilShowers

Ever been caught in a downpour with bad wipers? 😬 Not fun! If your wipers are smearing instead of clearing, it's time for a fresh set. Don't wait until the next storm—check them now and replace if needed. Your safety is worth it! ☁️🚗 #StaySafe #WiperCheck

Did you know? 🚗 Worn-out windshield wipers can reduce visibility by up to **50%** during heavy rain! If your wipers are leaving streaks or making noise, they may not be doing their job. ☁️ A simple fix can make a big difference! ✅ #CheckYourWipers #DriveSafe #RainyDayReady

## **Spring Cleaning**

Spring cleaning isn't just for your house – your ride needs some love, too! 💙✅ In addition to decluttering and washing, check your tires and your wipers, top off fluids, and make sure your oil is in good shape after a long winter. A little maintenance now can prevent big problems later! 🌸🚗 #SpringCleaning #CarCare #VehicleMaintenance

## **Road Trip Readiness**

You're ready to get back on the road, but is your ride? 😬 Vehicle maintenance is vital to any successful road trip. Beyond routine maintenance, such as oil changes and sound tires, other simple checks will help keep you safe on the road. 🚗

- ✓ Check your wipers and wiper fluid
- ✓ Make sure your spare tire and jack are in place
- ✓ Ensure all lights and signals are working
- ✓ Check and update your emergency kit