

October 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 • National Fire Pup Day • National Black Dog Day 1-7: National Walk Your Dog Week	2	3 3-9: Animal Welfare Week	4 World Animal Day
5	6 7-11: Customer Service Week	7	8 National Pet Obesity Awareness Day	9	10	11
12 12-18: National Veterinary Technician Week	13 • Indigenous Peoples' Day • Thanksgiving (CAN)	14	15	16	17	18 National Fetch Day
19	20	21 • Reptile Awareness Day • National Pets for Veterans Day	22	23	24	25 National Pit Bull Awareness Day
26	27 National Black Cat Day (UK)	28	29 National Cat Day	30	31	

October Monthlong Observances

- National Animal Safety and Protection Month
- Adopt a Shelter Dog Month
- American Humane's Adopt-a-Dog Month®
- National Pet Wellness Month
- National Pitbull Awareness Month
- National Women's Small Business Month

October To-Do List

- Celebrate Customer Service Week by recognizing your employees (if you have them) in some way, whether that's lunch, a bonus, gift cards, etc.
- National Veterinary Technician Week takes place this month, so show local vet techs you appreciate them. Drop off a care package at your vet's office, or if you have employees who are also vet techs, highlight them and their expertise in your company's e-newsletter and/or social media pages.
- Review staffing needs for upcoming holidays. Recruit and train additional pet sitters if necessary prior to the Thanksgiving-New Years rush.
- Send a fall e-newsletter or postcard to clients reminding them to make their holiday reservations.