

# THE PRIME TIMES

October 2024

## October Marketing

1st Week- Breast Cancer Awareness



2nd Week- World Mental Health Awareness

3rd Week- National Dessert

4th Week- World Pasta

5th Week- Halloween



For nearly four decades now, the country has recognized October as National Breast Cancer Awareness Month. It is a time annually devoted to education and the importance of access to quality care.

Early detection is your best fight against cancer.



On October 16th we celebrate World Food Day to commemorate the date of the founding of the United Nations Food and Agriculture Organization in 1945. The day is celebrated widely by many other organizations concerned with hunger and food security.



# Prime Big Deal Days

October 8-9

Included with a Prime membership

October brings BIG DEAL DAYS for Prime members. Check with your local site for population, events, and schedule changes that may impact your service.



## Mental Health Awareness-It's ok to not be ok...

The more we talk about mental health together, the more normalized these conversations become – ultimately empowering people to seek the help they need. This is critical because when you take care of your mental health, your physical and emotional health also improves, and you're more likely to learn and work productively, and effectively cope with life stressors. However, self-care looks different for everyone. It's important to identify what works best for you.



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