

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	6	7	8	9	10	11
						12
Sunday Splurges	Monday Must-Haves	Tech Tuesdays TUESDAY NIGHT TRAILS	Wednesday Weblog Last day for 2-day shipping	Thursday In-Store Events and Sponsorships	Friday Roots Rated	Survival Saturday (including self-care)
Looking for a great gift for the mom on the go? The United By Blue Magnolia Tote is spacious and stylish - and comes with free two-day shipping. https://alabamaoutdoors.com/product/united-by-blue-magnolia-tote	The Que Collapsible Water Bottle is a must-have for the mom on the move. Whether she's headed to the yoga studio or the airport, this lightweight, collapsible bottle makes packing a breeze. https://alabamaoutdoors.com/product/que-collapsible-water-bottle-20oz	The name doesn't lie: On-Running Women's Cloud Shoes come with light-as-air soles that respond to your mom's individual gait. From the grocery store to the hiking trail, she'll always be walking on air. : https://alabamaoutdoors.com/product/on-running-womens-cloud-20-shoes	Mother's Day Gift Guide (Laurel)	TBD (in-store special for Mother's Day) Products under \$100	How to Take a Mini Sabbatical With Your Family: https://compass.rootsrated.com/content/new/TS22EKbmu3DCnEWWTy29TH5w	take your mom to Yoga on the Green (website: https://bhamnow.com/bhamn-event/shipt-yoga-on-the-green-2/)
Looking for a great gift for the mom on the go? The United By Blue Magnolia Tote is spacious and stylish - and comes with free two-day shipping. https://waterandakoutdoor.com/product/united-by-blue-magnolia-tote	The Que Collapsible Water Bottle is a must-have for the mom on the move. Whether she's headed to the yoga studio or the airport, this lightweight, collapsible bottle makes packing a breeze. https://waterandakoutdoor.com/product/que-collapsible-water-bottle-20oz	The name doesn't lie: On-Running Women's Cloud Shoes come with light-as-air soles that respond to your mom's individual gait. From the grocery store to the hiking trail, she'll always be walking on air.: https://waterandakoutdoor.com/product/on-running-womens-cloud-20-shoes	Mother's Day Gift Guide (Laurel)	TBD (in-store special for Mother's Day) Products under \$100	How to Take a Mini Sabbatical With Your Family: https://compass.rootsrated.com/content/new/TS22EKbmu3DCnEWWTy29TH5w	Gift Card
	13	14	15	16	17	18
						19
Sunday Splurges MOTHER'S DAY	Monday Must-Haves	Tech Tuesdays TUESDAY NIGHT TRAILS	Wednesday Weblog	Thursday In-Store Events and Sponsorships	Friday Roots Rated YOGA ON THE GREEN	Survival Saturday (including self-care)
Spend your gift card on Corkicle Walnut Wood Canteen 25 oz and Corkicle Stemless Deluxe 12 oz in Walnut Wood: https://alabamaoutdoors.com/product/corkicle-walnut-wood-centeen-25-oz-and	Luzon Del Dia Daypack: https://alabamaoutdoors.com/product/cotopaxi-luzon-del-dia-daypack-18l	MSR WindBurner Stove System: https://alabamaoutdoors.com/product/msr-windburner-stove-system		Yoga on the Green: Manduka Go Play Yoga Mat Carrier: https://alabamaoutdoors.com/product/manduka-go-play-yoga-mat-carrier	Ohm for the Outdoors: 5 Essential Yoga Moves for Adventurous Types: https://compass.rootsrated.com/explore[search_terms]=yoga&page=1	
Spend your gift card on Corkicle Walnut Wood Canteen 25 oz and Corkicle Stemless Deluxe 12 oz in Walnut Wood: https://waterandakoutdoor.com/product/corkicle-walnut-wood-centeen-25-oz-and	Luzon Del Dia Daypack: https://waterandakoutdoor.com/product/cotopaxi-luzon-del-dia-daypack-18l	MSR WindBurner Stove System: https://waterandakoutdoor.com/product/msr-windburner-stove-system		Do yoga anywhere! Manduka Go Play Yoga Mat Carrier: https://waterandakoutdoor.com/product/manduka-go-play-yoga-mat-carrier	Ohm for the Outdoors: 5 Essential Yoga Moves for Adventurous Types: https://compass.rootsrated.com/explore[search_terms]=yoga&page=1	
	20	21	22	23	24	25
						26
Sunday Splurges	Monday Must-Haves	Tech Tuesdays TUESDAY NIGHT TRAILS	Wednesday Weblog PEPPER PLACE POP-UP	Thursday In-Store Events and Sponsorships	Friday Roots Rated	Survival Saturday (including self-care) MEMORIAL DAY
	Lewis N Clark Magnetic Phone Pouch: Phone wins. Ocean loses. https://alabamaoutdoors.com/product/lewis-n-clark-waterseals-waterproof-magnetic-phone-pouch	Pack a Go Pro and make sure you don't miss a moment of that beach trip. https://alabamaoutdoors.com/product/gopro-hero6-black-with-sd-card-bundle	Outdoor Photography Tips and Tricks	TBD	How to Spring Clean Your Outdoor Gear: https://compass.rootsrated.com/content/new/GXYJXUAT6uVMpVyc92s94omy	
	Lewis N Clark Magnetic Phone Pouch: Phone wins. River loses. https://waterandakoutdoor.com/product/lewis-n-clark-waterseals-waterproof-magnetic-phone-pouch	Pack a Go Pro and make sure you don't miss a moment of that Memorial Day trip. https://waterandakoutdoor.com/product/gopro-hero-4-session-camera	Outdoor Photography Tips and Tricks	TBD	How to Spring Clean Your Outdoor Gear: https://compass.rootsrated.com/content/new/GXYJXUAT6uVMpVyc92s94omy	
	27	28	29	30	31	2
Sunday Splurges	Monday Must-Haves MEMORIAL DAY	Tech Tuesdays TUESDAY NIGHT TRAILS	Wednesday Weblog	Thursday In-Store Events and Sponsorships	Friday Roots Rated PARTY ON THE PORCH	Survival Saturday (including self-care)
		Black Diamond Moji Charging Station Lantern: https://alabamaoutdoors.com/product/black-diamond-moji-charging-station-lantern	Sunglasses Guide	PARTY ON THE PORCH/#BeOutdoorsWithDad tie-in?	Announce #BeOutdoorsWithDad contest	#BeOutdoorsWithDad: employee story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram
	MEMORIAL DAY: TBD	Black Diamond Moji Charging Station Lantern: https://waterandakoutdoor.com/product/black-diamond-moji-charging-station-lantern	Sunglasses Guide	#BeOutdoorsWithDad teaser	Announce #BeOutdoorsWithDad contest	#BeOutdoorsWithDad: employee story and photo on blog; photo and sentence on Instagram
June	MEMORIAL DAY: TBD					

3	4	5	6	7	8	9
Sunday Splurges	Monday Must-Haves	Tech Tuesdays	Wednesday Weblog	Thursday In-Store Events and Sponsorships	Friday Roots Rated	Survival Saturday (including self-care)
		TUESDAY NIGHT TRAILS / SHAKEDOWN CLINIC			FATHER'S DAY PROMO / LOCALS AT LEGACY (MOBILE)	FATHER'S DAY PROMO
#BeOutdoorsWithDad: employee story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	#BeOutdoorsWithDad: employee story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	#BeOutdoorsWithDad: employee story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	How to plan a day with dad (Birmingham-specific): activities will be based on the items on Eric's Father's Day gift list	CONTEST WINNER 1 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	CONTEST WINNER 2 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	CONTEST WINNER 3 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram
#BeOutdoorsWithDad: employee story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	#BeOutdoorsWithDad: employee story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	#BeOutdoorsWithDad: employee story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	How to plan a day with dad (Kentucky-specific with suggestions for both Lexington and Louisville): activities will be based on the items on Eric's Father's Day gift list	CONTEST WINNER 1 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	CONTEST WINNER 2 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	CONTEST WINNER 3 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram
10	11	12	13	14	15	16
Sunday Splurges	Monday Must-Haves	Tech Tuesdays	Wednesday Weblog	Thursday In-Store Events and Sponsorships	Friday Roots Rated	Survival Saturday (including self-care)
FATHER'S DAY PROMO	FATHER'S DAY PROMO	FATHER'S DAY PROMO / TUESDAY NIGHT TRAILS	FATHER'S DAY PROMO	FATHER'S DAY PROMO	FATHER'S DAY PROMO / CHARITY DAY (HUNTSVILLE)	FATHER'S DAY PROMO
CONTEST WINNER 4 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	CONTEST WINNER 5 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	CONTEST WINNER 6 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	CONTEST WINNER 7 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	CONTEST WINNER 8 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	CONTEST WINNER 9 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	What would your dad love to get tomorrow? The chance to spend time with you. Blog post from fathers' perspective with stories about and photos of their favorite memories with their children.
CONTEST WINNER 4 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	CONTEST WINNER 5 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	CONTEST WINNER 6 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	CONTEST WINNER 7 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	CONTEST WINNER 8 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	CONTEST WINNER 9 #BeOutdoorsWithDad: customer story and photo on blog; photo and excerpt on Facebook; photo and sentence on Instagram	What would your dad love to get tomorrow? The chance to spend time with you. Blog post from fathers' perspective with stories about and photos of their favorite memories with their children.
17	18	19	20	21	22	23
Sunday Splurges	Monday Must-Haves	Tech Tuesdays	Wednesday Weblog	Thursday In-Store Events and Sponsorships	Friday Roots Rated	Survival Saturday (including self-care)
FATHER'S DAY / TRAIL CLEAN-UP DAY		TUESDAY NIGHT TRAILS		SUMMER SOLSTICE	TAKE YOUR DOG TO WORK DAY	
No sales, no promo: a reminder to get offline and get outdoors with dad.	Even if your idea of the outdoors is your back porch, this First Aid Kit is a must-have for any family. Adventure Medical 2.0 First Aid Kit https://alabamaoutdoors.com/product/adventure-medical-2-0-first-aid-kit	The Pacsafe Vibe 20 Anti-theft Backpack is so safe even McGuyver would have a hard time breaking into it. https://alabamaoutdoors.com/product/pacsafe-vibe-20-anti-theft-20l-backpack	How to find a sports bra that fits	TBD	How to Travel 18,000 Miles With Your Dog: https://compass.rootstrated.com/content/new/sGrKTAYGFyTg2cSZDSoyl0bd	We've found the key to staying safe and sane on long Kentucky hikes. https://waterandoakoutdoor.com/product/liiberty-mountain-tick-key
No sales, no promo: a reminder to get offline and get outdoors with dad.	Even if your idea of the outdoors is your back porch, this First Aid Kit is a must-have for any family. Adventure Medical 2.0 First Aid Kit: https://waterandoakoutdoor.com/product/adventure-medical-2-0-first-aid-kit	The Pacsafe Vibe 20 Anti-theft Backpack is so safe even McGuyver would have a hard time breaking into it. https://waterandoakoutdoor.com/product/pacsafe-vibe-20-anti-theft-20l-backpack	How to find a sports bra that fits	TBD	How to Travel 18,000 Miles With Your Dog: https://compass.rootstrated.com/content/new/sGrKTAYGFyTg2cSZDSoyl0bd	If your pets -- or kids -- keep coming in with ticks, we've found the key to keep them safe -- and keep you sane. https://alabamaoutdoors.com/product/liiberty-mountain-tick-key
24	25	26	27	28	29	30
Sunday Splurges	Monday Must-Haves	Tech Tuesdays	Wednesday Weblog	Thursday In-Store Events and Sponsorships	Friday Roots Rated	Survival Saturday (including self-care)
		TUESDAY NIGHT TRAILS			INDEPENDENCE DAY PROMO	INDEPENDENCE DAY PROMO
This corkicle canteen keeps hot drinks hot and cold drinks cold. It's every bit as magical as a real unicorn. https://alabamaoutdoors.com/product/corkicle-unicorn-magic-canteen-25oz	Feeling the heat this summer? The Free Fly Bamboo Flex Dress will keep you looking and feeling cool. https://alabamaoutdoors.com/product/free-fly-bamboo-flex-dress	Tired of traveling with that old, nasty towel? Say hello to your new stand-by: the PackTowel Luxe Beach Towel absorbs 5 times the water and dries 30% faster than your cotton towels at home. https://alabamaoutdoors.com/product/packtowel-luxe-beach-towel		TBD	INDEPENDENCE DAY PROMO: TBD	INDEPENDENCE DAY PROMO: TBD
This corkicle canteen keeps hot drinks hot and cold drinks cold. It's every bit as magical as a real unicorn. https://waterandoakoutdoor.com/product/corkicle-unicorn-magic-canteen-16oz	Feeling the heat this summer? The Free Fly Bamboo Flex Dress will keep you looking and feeling cool. https://waterandoakoutdoor.com/product/free-fly-bamboo-flex-dress	Tired of traveling with that old, nasty towel? Say hello to your new stand-by: the PackTowel Luxe Beach Towel absorbs 5 times the water and dries 30% faster than your cotton towels at home. https://waterandoakoutdoor.com/product/packtowel-luxe-beach-towel		TBD	INDEPENDENCE DAY PROMO: TBD	INDEPENDENCE DAY PROMO: TBD