

To help you convert more traffic, we are discounting HRAs that align with upcoming health awareness observances. Eruptr will also price-match specialized SEM campaigns to funnel users to the HRAs. [Contact us for more details!](#)

We think these HRAs pair well with each health awareness observance listed on the left.

January

Weight-Loss Awareness Month

WeightAware™

National Radon Action Month

LungCancerAware™

February

Heart Health Awareness Month

HeartAware®

2nd National Wear Red Day

HeartAware®

March

Colorectal Cancer Awareness Month

ColonCancerAware™

National Kidney Month

DiabetesAware™

9th World Kidney Day

DiabetesAware™

12th - 18th National Sleep Awareness Week

SleepAware™

13th - 19th Brain Awareness Week

StrokeAware™

28th American Diabetes Alert Day

DiabetesAware™

April

3rd - 9th National Public Health Week

[Any of our HRAs](#)

7th World Health Day

[Any of our HRAs](#)

More information at: <https://event.eruptr.com/ham2023/>

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May

| | |
|---|---|
| Stroke Awareness Month | <u>StrokeAware™</u> |
| Mental Health Awareness Month | <u>DepressionAware™</u> <u>AnxietyAware™</u> <u>AddictionAware™</u> |
| Better Sleep Month | <u>SleepAware™</u> |
| Women's Health Month | <u>Any of our HRAs</u> |
| Arthritis Awareness Month | <u>JointAware™ - Knee & Hip</u> <u>JointAware™ - Shoulder & Elbow</u> <u>SpineAware™</u> |
| Healthy Vision Month | <u>DiabetesAware™</u> |
| National Allergy & Asthma Awareness Month | <u>LungCancerAware™</u> |
| National Osteoporosis Awareness & Prevention Month | <u>JointAware™ - Knee & Hip</u> <u>JointAware™ - Shoulder & Elbow</u> <u>SpineAware™</u> <u>WeightAware™</u> |
| 1st - 7th Air Quality Awareness Week | <u>LungCancerAware™</u> <u>COPDaware™</u> |
| 14th - 20th National Women's Health Week | <u>Any of our HRAs</u> |
| 31st World No Tobacco Day | <u>LungCancerAware™</u> <u>COPDaware™</u> |

June

| | |
|---|------------------------|
| Men's Health Awareness Month | <u>Any of our HRAs</u> |
| 12th - 18th National Men's Health Week | <u>Any of our HRAs</u> |

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September

| | |
|--|------------------------|
| Prostate Cancer Awareness Month | ProstateCancerAware™ |
| National Peripheral Artery Disease Awareness Month | VascularAware™ |
| 27 th National Women's Health & Fitness Day | <u>Any of our HRAs</u> |

October

| | |
|---|-------------------------------------|
| Breast Cancer Awareness Month | BreastCancerAware™ |
| National Chiropractic Health Month | <u>JointAware™ - Knee & Hip</u> |
| | JointAware™ - Shoulder & Elbow |
| | SpineAware™ |
| 12 th - 20 th National Bone & Joint Health Week | <u>JointAware™ - Knee & Hip</u> |
| | JointAware™ - Shoulder & Elbow |
| | SpineAware™ |
| 13 th Metastatic Breast Cancer Awareness Day | WeightAware™ |
| | BreastCancerAware™ |

November

| | |
|---|------------------|
| Diabetes Awareness Month | DiabetesAware™ |
| Bladder Cancer Awareness Month | BladderAware™ |
| Lung Cancer Awareness Month | LungCancerAware™ |
| Diabetic Eye Disease Month | DiabetesAware™ |
| 16 th Great American Smoke Out Day | LungCancerAware™ |
| 19 th - 25 th GERD Awareness Week | GERDAware™ |