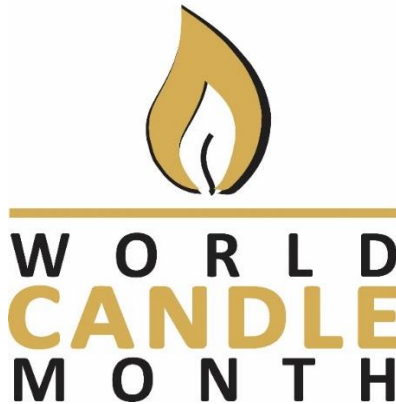


World Candle Month

September 2020

Promotional Toolkit
“Illuminate Your Life”



World Candle Month is organized by the National Candle Association

Table of Contents

About World Candle Month	Page 3
World Candle Month Partners	Page 4-5
Social Media Messaging and Suggested Posts	Page 6
Shareable Resources	Page 7
Ways to Get Involved	Page 8



World Candle Month is organized by the National Candle Association

About World Candle Month

Dear Partner,

Established in 2013 by the [National Candle Association](#) (NCA), World Candle Month proudly promotes the various ways candles enrich our daily lives. Candle lovers around the world celebrate World Candle Month every September. This celebration is just one of the many ways NCA encourages industry collaboration to promote global candle sales and celebrate the benefits and joy of candles.

This year's World Candle Month theme is "*Illuminate Your Life.*" We hope that this toolkit makes it easy to get involved and we look forward to celebrating with you.

Do not forget to use #WorldCandleMonth in your social media posts and please reach out to us to share any upcoming company initiatives or promotions.

Also, we have contracted with [National Today](#), the number one destination in the world for people looking for a reason to celebrate, and the brands/events that want to celebrate with them. World Candle Month is listed for the full month of September so make sure to visit and share our [National Today – World Candle Month Page](#) for great information on the history of WCM and additional ways to celebrate.

Thank you,



Kathy LaVanier
President
National Candle Association



Robert Pignato
Executive Director
National Candle Association



World Candle Month Partners



The National Candle Association (NCA), founded in 1974, is the major trade association representing U.S. candle manufacturers and their suppliers. The mission of the National Candle Association is to serve and represent its candle manufacturing members of the United States of America and their suppliers, and to promote safe products and a healthy environment for the industry. Headquartered in Washington, DC, NCA has more than 100 candle manufacturers and suppliers as members, and is widely recognized as the leading technical authority on candle manufacturing, science, and safety.



The Latin American Candle Manufacturers Association – ALAFAVE – was created in 1999 as a non-profit association by a group of candle manufacturers and suppliers to the candle industry. The goals of ALAFAVE are: to promote the Latin American candle industry through the sponsorship of digital publications and of conferences where the exchange of technical, market and regulatory information among its members takes place; to promote the production of quality candles and the safe use of candles in the region; to strengthen the integration of the Latin American candle industry in today's global economy.



World Candle Month is organized by the National Candle Association



The European Candle Association (ECA) is an alliance of the biggest and most reputable candle manufacturing companies in Europe. Together, its members represent more than two thirds of the European candle production and they produce high-quality candles in 11 European countries. The European Candles Association pursues in particular the following main goals: maintenance and further development of safety, health and environmental protection; maintaining and increasing quality of the candles; information about and participation in legal developments and proposals; and identification of new raw materials and development of new technologies.



The Association of European Candle Makers represents candle manufacturers and suppliers to the candle industry in Europe. Founded in 1962 in Paris, the Association acts as the collective voice for the candle industry to promote the safe use and enjoyment of candles, to improve the competitiveness of all companies in Europe and to ensure that their interests are heard and understood. A non-profit organization, the association's aims are to promote the European candle industry by developing as far as reasonable common solutions regarding questions of shared interest such as: Quality control procedures, safety standards (pictograms), raw material standards and investigations regarding environmental influence of burning candles.



World Candle Month is organized by the National Candle Association

Social Media Messaging & Suggested Posts

The following are sample posts to help promote World Candle Month on your company's social media channels. This year's theme is "*Illuminate Your Life.*" Please be sure to tag all social media posts with #WorldCandleMonth.

Suggested Posts:

- September is #WorldCandleMonth – share your new favorite candle scent!
- September is #WorldCandleMonth. How has the COVID-19 pandemic changed your candle habits? Do you light them more often, earlier in the day or have a new scent you love?
- The strongest of the five senses, our sense of smell can help us feel calmer, happier or more productive. Use this guide to find the right candle scent to improve your mood <https://candles.org/making-scents-of-it-4-aromas-with-powerful-benefits/> #WorldCandleMonth
- Want to send some love to family or friends you have not been able to see lately? Candles are the perfect way to let them know you miss them. Choose a candle with a message, or pick a scent that will remind them of you. #WorldCandleMonth
- We have all been spending more time at home and outdoors. Light a few candles to set the mood as you transition from work time to free time, and *Illuminate Your Life.* #WorldCandleMonth
- Need an excuse to buy a few new candles? #WorldCandleMonth is the perfect time to buy a new scent!
- How can you make your favorite candles last longer? Follow these candle care tips. <https://candles.org/tips-from-the-experts/> #WorldCandleMonth
- Did you know selecting candles, based on their scent, is a great way to improve your mood, reduce anxiety, and even combat fatigue or loneliness? <https://candles.org/scents-can-have-a-positive-effect-on-your-mood/> #WorldCandleMonth
- Behavioral studies have shown smells trigger vivid memories and induce a feeling of 'being brought back in time'. What smell takes you back to a special place? #WorldCandleMonth
- September is #WorldCandleMonth which means less daylight. Candles can help transition by bringing a warm glow and a new fall scent to your home.



Shareable Resources

Helpful Links

[World Candle Month](#)

[NCA Frequently Asked Questions](#)

[Fire Safety and Candles](#)

[Expert Candle Tips](#)

[Scents Can Have a Positive Effect on Your Mood](#)

[Candle Scent Trends – Cocktails, Beer and Cannabis Scents Find a New Market](#)

[NCA LinkedIn Group](#)

[NCA Instagram Channel](#)

[World Candle Month Facebook Page](#)

[World Candle Month Pinterest Page](#)

[World Candle Month YouTube Channel](#)

[European Candle Association](#)

[The Latin American Candle Manufacturers Association](#)

[ALAFAVE Facebook Page](#)

[ALAFAVE Instagram Channel](#)

[ALAFAVE LinkedIn Group](#)

[ALAFAVE YouTube Channel](#)

[Association of European Candle Makers](#)

[National Today – World Candle Month](#)



World Candle Month is organized by the National Candle Association

Ways to Get Involved

Ideas to Join the Celebration

- Announce World Candle Month on your company's website and in marketing materials
- Share a blog post on how to incorporate candles into your world utilizing the theme of *"Illuminate Your Life"*
- Host a virtual event for your customers and/or employees
- Connect with WCM Partners on social media channels
- Use the #WorldCandleMonth when posting on social media
- Share these resources with any influencers, media or bloggers you work with



World Candle Month is organized by the National Candle Association