

# World Candle Month

## September 2021

Promotional Toolkit

*“Share the Light”*



World Candle Month is organized by the National Candle Association

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# About World Candle Month

Dear Partner,

September marks World Candle Month, a celebration established by [National Candle Association](#) (NCA) to bring to light the various ways candles enrich our daily lives. Every year, candle lovers come together from around the world to participate. World Candle Month serves as one of the many ways NCA encourages industry collaboration to promote global candle sales and bring awareness to the benefits of candles.

This year's World Candle Month theme is "*Share the Light.*" Below you will find ideas and tips to celebrate with us all month long.

Be sure to use #WorldCandleMonth in your social media posts and please reach out to us to share any upcoming company initiatives or promotions.

World Candle Month is also 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. Visit and share our [National Today – World Candle Month Page](#) for more information on the history of WCM and additional ways to celebrate.

Thank you,



Chris Rakyta  
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.



The European Candle Manufacturers Association (ECMA) is the collective voice for the leading candle manufacturers and suppliers to the candle industry in Europe. Priorities are quality, research, standardization and compliance – and to offer safe and beautiful candles consumers can enjoy. ECMA was founded in 2021 when the former Association of European Candle Makers and European Candle Association joined forces.



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# 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 "*Share the Light.*" Please be sure to tag all social media posts with #WorldCandleMonth.

## Suggested Posts:

- Celebrate #WorldCandleMonth this September and #ShareTheLight – What scent are you currently burning?
- There's still time to squeeze in some outdoor fun before summer is gone. Check out the ways candles help take your space to the next level #WorldCandleMonth. <https://candles.org/light-up-your-summer-festivities-with-outdoor-candles/>
- A new season means new scents! Celebrate #WorldCandleMonth by stocking up on your favorite fall candles.
- Choosing candles based on their scent or fragrance can help boost your mood, reduce anxiety, and even combat fatigue or loneliness. Check out this guide on how to pick a fragrance tailored to your needs. #WorldCandleMonth <https://candles.org/scents-can-have-a-positive-effect-on-your-mood/>
- There's no better time than now to #ShareTheLight! Gifting a candle to a loved one is the perfect way to let them know you care. #WorldCandleMonth
- Enjoying the fall weather? Elevate the ambiance of your next fall picnic or outdoor dining and #ShareTheLight #WorldCandleMonth
- Retail therapy is an excellent form of self-care. Celebrate #WorldCandleMonth by picking up a new scent.
- Looking for ways to make your favorite candles last longer? Follow these candle care tips. <https://candles.org/tips-from-the-experts/> #WorldCandleMonth
- As you celebrate #WorldCandleMonth all September long, make sure that you're handling your candle accordingly. Check out this guide on how to safely #ShareTheLight. <https://candles.org/your-foolproof-guide-to-burning-a-candle-correctly/>
- Candles have a great way of not only lifting your mood but unlocking a powerful memory. What does your current candle remind you of? #WorldCandleMonth



# 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 Manufacturers Association](#)

[The Latin American Candle Manufacturers Association](#)

[ALAFAVE Facebook Page](#)

[ALAFAVE Instagram Channel](#)

[ALAFAVE LinkedIn Group](#)

[ALAFAVE YouTube Channel](#)

[National Today – World Candle Month](#)



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# 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 *"Share the Light"*
- 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

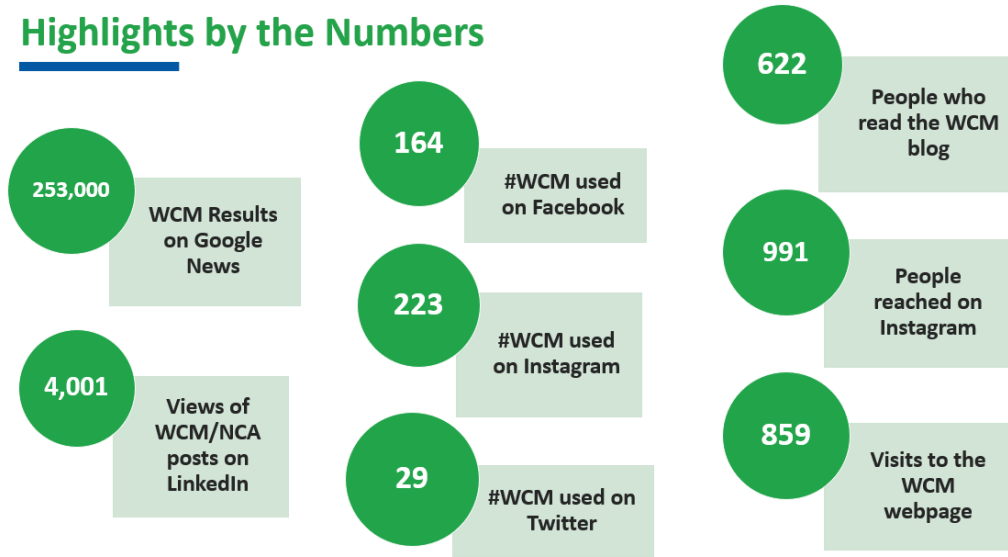


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# Results from 2020 WCM

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## Highlights by the Numbers



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## Sample Media Placements

### Print / Digital

#### Happi Magazine

September 2, 2020  
September is World Candle Month

#### Firefighter Garage

September 3, 2020  
14 Best Candle Fire Safety Tips

#### Penn Hill Volunteer Fire Department

September 3, 2020  
Candle Safety Tips

#### Wausau Wisconsin

September 3, 2020  
Candles

#### Mashed

September 4, 2020  
Cake shields could be the next big party trend. Here's why

#### First Coast News

September 7, 2020  
The Buzz: Cake shields could become the latest birthday party trend

#### ShopLC.com

September 16, 2020  
Illuminate Your Life During World Candle Month

#### Toronto Sun

September 25, 2020  
Colin and Justin: Hail to the candle

#### Stationary Trends

September 2, 2020  
National Candle Association celebrates World Candle Month

#### SheFinds

September 21, 2020  
It's World Candle Month – Celebrate with These Yummy-Smelling, Limited-Edition Candles

### Blog

#### The Doni Holloway Show

September 25, 2020  
Candles a big winner during pandemic

### On Air

#### San Angelo Live

September 17, 2020  
Celebrate World Candle Month During September

#### WFMY CBS 2

September 17, 2020  
It's World Candle Month But Do You Know The Candle's History?



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