

# World Candle Month

## September 2024

Promotional Toolkit  
*“How Do You Candle?”*



W O R L D  
C A N D L E  
M O N T H



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 and to promote the safe use of candles. The annual event brings together candle lovers from around the world. World Candle Month is just one of the many ways NCA encourages industry collaboration to promote global awareness of candle safety and the benefits of candles.

This year's World Candle Month theme is *"How do you Candle?"*. We want to have a conversation on all channels to find out how people candle – for celebration, for romance, for well-being, for decor, for atmosphere, the list goes on and on. Included in the toolkit you will find suggestions and content to help you engage with your staff, the industry, consumers and all candle lovers.

In your social media posts, be sure to use #WorldCandleMonth. If your company has any upcoming initiatives or promotions, please use the hashtag and tag NCA so we can share on our channels and increase exposure.

NCA is also working to promote our month-long candle celebration to consumers and external audiences. This will be shared with media outlets, influencers, and industry publications before the start of September.

Thank you,



Steve Horenziak  
President  
National Candle Association



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# 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 and Suggested Posts

The following sample posts are inspiration to promote World Candle Month on your company's social media channels. This year's theme is "*How do you Candle?*" - looking for additional ways to engage with your audience. When posting, please be sure to tag all social media posts with #WorldCandleMonth.

### Suggested Posts:

- September is #WorldCandleMonth. We want to know "how do you candle"? Our mission is to share information to promote the safe use and enjoyment of candles. For great tips visit NCA's [candle safety page](#).
- Ever wanted to share some of your candle joy? Let us know 'how do you candle'. Follow along for tips, tricks, and safety information #WorldCandleMonth
- How do you candle in the evening? A wood wicked sensory experience, a romantic taper on the dinner table, or a simple jar flickering on the coffee table. Let us know this #WorldCandleMonth
- *How do you candle* safely around your home, both indoors and out? Make sure to use sturdy and fire-resistant candle holders inside. And use a hurricane or a lantern when burning candles outside. #WorldCandleMonth
- Candle care tips range from trimming your wick before lighting to avoiding drafty spaces and placing your favorite candle on a sturdy object, how do you candle at home?
- Enjoying the cool fall weather? Candles are a great way to illuminate your next outdoor date night or dinner with friends and show how you candle #WorldCandleMonth
- With over 10,000 candle scents available, you are guaranteed to find the perfect scent to show how you candle. Celebrate #WorldCandleMonth by picking up a new scent or an old favorite.
- How do you candle effortlessly? Easy – add a variety of candle heights and designs for sophistication. #WorldCandleMonth



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- Learn more about the safety of candle emissions when you share how you candle. A recently conducted study proved their safety. Learn more [here](#).
- Candles never last as long as we'd like, but by following NCA's candle care tips, you can get every second out of your candle and prove your expertise in how you candle. Check out NCA's [tips and tricks page](#) for more information. #WorldCandleMonth
- As you celebrate #WorldCandleMonth, share how you candle by ensuring you are taking proper care of your candles. Check out NCA's safety guide [here](#).
- *How do you candle* in your home? One foolproof way is to pick a new signature scent for your home or workspace. It will boost your mood and give you that extra lift during the day #WorldCandleMonth
- Enhance your space with candles. Try using different types of candles, like pillars, tapers, or tealights to enhance your indoor and outdoor décor this season. #WorldCandleMonth
- The best part of sharing "*How do you Candle?*", is sharing your candle smarts. Ensure your friends and family are up to date with the best candle trends, care, and safety by sharing tips #WorldCandleMonth
- What is World Candle Month? It's the best time of year for any candle lover. A time where you can find the best tips and tricks, learn all the trends, and know how to care for your candles, and how to use them safely. #WorldCandleMonth



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## Shareable Resources

[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](#)

[NCA Blog](#)

[Scented Candle Safety Study](#)

[NCA's Report on Botanical Candles](#)

[Candle History](#)



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# How to Get Involved

- Announce World Candle Month on your company's website, use the WCM digital badge on your email signature and in marketing materials.
- Share a blog post on how to incorporate candle safety by utilizing the theme of *"How do you Candle?"*.
- Host an in-person event for your customers and/or employees to share candle use and safety tips.
- Host an Instagram or Facebook live stream to show customers *"How do you Candle?"*.
- Create a Tik Tok post asking *"How do you Candle?"*.
- Connect with WCM Partners on social media channels.
- Use the hashtag #WorldCandleMonth when posting on social media.
- Share resources with any influencers, media, or bloggers you know.
- Host a candle swap while sharing important tips, tricks, and safety information.
- Have a way you like to showcase your candles? Create a post highlighting your favorite ways to use candle décor and use #WorldCandleMonth.



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