

# JANUARY 2017

Origami Owl®

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Years Day/ Chanukah & Kwanzaa End - January Customer Special Begins - January Hostess Exclusive Begins - January Sponsoring Promotion Begins - January Owlchiever Incentive Begins	2 - January Customer Special Reveal - January Sponsoring Promotion Reveal	3 - O2 Flight Plan Email - Valentine's Day Launch: Customers	4 - ETL and Above Monthly FaceBook Live	5	6	7
8	9	10 - Spring Collection Presale Begins (BBB, TOMs, Spring Pack, Designer TOM)	11	12 - L.E.A.D. O2 Empowerment Summit	13 - L.E.A.D. O2 Empowerment Summit	14 - L.E.A.D. O2 Empowerment Summit - Soar Saturday Live from L.E.A.D. - Spring Reveal
15	16 Martin Luther King Day - Facebook Live Meet & Greet - O2 Experience Tickets On Sale - Spring Collection Pre sale ends (BBB, TOMs, Spring Pack, Designer TOM) - Updated Starter Kits Launch (Spring TOM)	17 - Spring Collection Designer Launch (BBB, TOMs, Spring Collection, Designer TOM, Mystery Hostess Grab Bag)	18 - February Hostess Exclusive Reveal - Storybuilder Hostess Exclusive Presale begins	19 - HOOT Recognition Email	20	21
22	23 - Holiday TOMs and Limited Editions Offline	24 - Spring Collection Customer Launch	25	26	27	28 Chinese New Year
29	30 Valentine's Day Standard Shipping Cutoff Midnight CT (Canada)	31 - January Customer Special Ends - January Hostess Exclusive Ends - January Sponsoring Promotion Ends - January Owlchiever Incentive Ends - Storybuilder Hostess Exclusive Presale Ends	1	2 Groundhog Day	3	4
5	6	(All Dates Subject to Change)				
**Tentative Dates						

# FEBRUARY 2017

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
	Valentine's Day Standard Shipping Cutoff Midnight CT (Canada)		- ETL and Above Monthly FaceBook Live - February Customer Special Begins - February Hostess Exclusive Begins - February Sponsoring Promotion Begins - February Owlchiever Incentive Begins - O2 Flight Plan Email	Groundhog Day		
5	6	7	8	9	10	11
Valentine's Day Standard Shipping Cutoff Midnight CT (U.S.)		Facebook Live Meet 'n Greet  Valentine's Day Expedited Shipping Cutoff Midnight CT(Canada)			Valentine's Day 2-Day Shipping Cutoff Midnight CT (U.S.)	
12	13	14	15	16	17	18
Lincolns Birthday		Valentine's Day - Valentine's Limited Editions Offline	- March Hostess Exclusive Reveal - Storybuilder Hostess Exclusive Presale Begins	- HOOT Recognition Email		
Valentine's Day Overnight Shipping Cutoff Midnight CT (U.S.)						
19	20	21	22	23	24	25
	Presidents Day Nest Closed: Presidents Day					
26	27	28	1	2	3	4
		- February Customer Special Ends - February Hostess Exclusive Ends - February Sponsoring Promotion Ends - February Owlchiever Incentive Ends				
5	6	(All Dates Subject to Change)				
		**Tentative Dates				