

2024 Canadian Promotional Calendar

 Clearance

 Turnkey

 Shelf Promotion

 National

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JAN

Boxing Week Sale: 12/26 - 1/1

Super Weekend Sale: 1/12 - 1/15

Inventory Overstock Sale: 1/16 - 2/1

Asset Package	Turnkey Activation	Free POS	Finance Special	NP Display/Social	Activation Linear/Data Driven TV	Streaming Video	NP Streaming
•		•	•	•	•	•	•
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•	•	•					

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

FEB

4 Day Sale: 2/2 - 2/5

Instant Rebate Event: 2/6 - 2/26

Leap Into Comfort Sale: 2/27 - 3/3

Asset Package	Turnkey Activation	Free POS	Finance Special	NP Display/Social	Activation Linear/Data Driven TV	Streaming Video	NP Streaming
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•	•	•	•				
•	•	•					

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

MAR

Buy More Save More: 3/4 - 3/28

Super Saturday: 3/29 - 3/30

Asset Package	Turnkey Activation	Free POS	Finance Special	NP Display/Social	Activation Linear/Data Driven TV	Streaming Video	NP Streaming
•	•	•	•	•	•	•	•
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Su	Mo	Tu	We	Th	Fr	Sa
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

APR

Long Live the Savings: 4/1 - 4/8

Spring Savings Event: 4/9 - 4/15

Best Comfort on Earth Sale: 4/16 - 4/29

Asset Package	Turnkey Activation	Free POS	Finance Special	NP Display/Social	Activation Linear/Data Driven TV	Streaming Video	NP Streaming
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•							

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MAY

Double Discount Days: 4/30 - 5/9

4 Day Sale: 5/10 - 5/13

Red Tag Sale: 5/14 - 6/3

Asset Package	Turnkey Activation	Free POS	Finance Special	NP Display/Social	Activation Linear/Data Driven TV	Streaming Video	NP Streaming
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•							
•	•	•	•				

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JUN

Summer Savings Event: 6/4 - 6/17

Buy More Save More: 6/18 - 6/24

Canada Day Sale: 6/25 - 7/8

Asset Package	Turnkey Activation	Free POS	Finance Special	NP Display/Social	Activation Linear/Data Driven TV	Streaming Video	NP Streaming
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•	•	•	•				

Creative Assets and Marketing Partners

Access all promotional marketing support and Marketing partners directly from the La-Z-Boy Marketing Hub. Login using your 8-digit La-Z-Boy Account Number

View & download Ad PDFs & Ad Live Files by clicking on the Promotional Materials main menu item and then select the sales event from the Promotion category on the left side of the page

Access key vendor ordering sites by click on the Marketing Partners main menu item and then select the specific partner or media type