



2012 PEST CALENDAR



As The Orkin Man™, I know pests and all that they do to bug people. In this calendar, I've provided story ideas that will entertain, inform and educate your audience on pest activity. Want more details, need pest images or nonbranded b-roll on a particular topic? A national expert is a quick phone call or email away.



Interested in using my high-res images for your print article? What about b-roll to accompany an online story or television segment? Need to talk directly to me on how I keep pests in their place? Contact Addy Apesos in Orkin's Public Relations department at 404.888.2318 or news@orkin.com.

Also, if you want S.L.E.E.P tips to help your audience sleep tight without bed bugs, scan the following QR code or visit www.orkin.com/other/bed-bugs/bedbug-tips-for-travelers for more information.





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January 3: Sleep Tight—Don't Let Any Bugs Bite!

In honor of the national Festival of Sleep holiday, consider what you may be sleeping with—bed bugs, German cockroach nymphs or dust mites. I can provide tips on how to S.L.E.E.P. peacefully.

January 21: National Squirrel Appreciation Day

Appreciate these sneaky critters from afar. I can give you the scoop on how to help keep squirrels and other wildlife outside.

February 20: Love Your Pet Day

No one loves pets more than fleas! With a vertical leap 70 times the size of their body (up to 8 in.) and 140 times horizontally (up to 15 in.), fleas are determined to land on man's best friend. Learn how to help protect your home and your furry family members.

March: Planning Your Next Home Renovation

Remodeling? Before you break out the blueprints, look for signs of structural damage. Termites remain the biggest destroyer of homes, causing more than \$5 billion in damage annually. Watch out in March, because they become more active as temperatures rise.

March: Spring Break and Bed Bugs

Itching to head out on vacation? Hopefully, you're not itching when you come back! Use my S.L.E.E.P. tips to help ensure a bed bug free trip.

March 20: First Day of Spring—What's That Smell?

Spring is in the air...really. Find out which pests, such as stink bugs and skunks, can stink up your spring and spoil your first days of outdoor fun.



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April: National Lawn and Garden Month

As you start working in your yard, don't forget to check yourself and your pets for ticks. Getting your yard treated in the spring can help protect your family from disease-spreading ticks this summer. Ask for more tick prevention tips.

April: Stink Bug Surprise

After hiding in your home for the winter, stink bugs will cover your walls looking for a way out. Find out how they arrived in the first place, and help safeguard your space with tips from me.

May 17: National Pack Rat Day

Bugs and pests love clutter! Common spring cleaning chores can help you spot the signs of pest activity. Learn other tips to help keep your home pest free.

May 28: Memorial Day

As pest season kicks off, you may notice more mosquitoes, ants and flying, stinging pests like bees and wasps. Bites and stings can cause severe reactions. Learn how to safely enjoy the outdoors this summer.

June: Fight the Filthy Fly

Is there a 5-second rule for flies landing on food? Learn about the diseases they can carry and whether your food is safe by talking to a true expert.

June 20: First Day of Summer—Odd Ants

As the summer begins, ant activity increases as they search for food and water. Did you know more than 10,000 different species of ants exist, many of which exhibit weird behavior? From grouping together into a large, floating ball to marching in unison, learn more about ant behavior and how to help control their activity.



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July 4: Top 4 Pests for July 4th

While people enjoy the summer with fireworks and barbecues, they don't want to be bugged by pests! I have insights on how to help deter pest activity.

July 27: 2012 Summer Olympics

As the world's best athletes compete in a showdown for the gold medal, discover which pests we'd choose to compete in the "survival of the fittest." For example, did you know cockroaches have been around more than 300 million years and can survive up to two months without food?

August: The Attack of the Invasive Species

How did stink bugs, ladybugs, subterranean termites and red imported fire ants migrate to the U.S.? Are these foreign pests here to stay?

August: Back to School with Bed Bugs

Kids may be bringing back more than just memories from summer camp and school – have you checked their bags for unwanted souvenirs? Let me tell you a little story about bed bugs' hitchhiking skills.

September 5: Labor Day

For cockroaches, the barbecue keeps going long after summer. Learn what these filthy pests consume to survive in your home: dust, beer and even human hair!

September 22: First Day of Fall—The Stink Bugs Are Coming!

Stink bugs seek a warm home for the winter starting in the fall. Your house provides the perfect pad – shelter and warmth. (FYI: these unsightly, stinky pests travel in droves.)



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October: The Wonder Underdog

Dogs deserve recognition for being way more than man’s best friend. They serve as war dogs, seeing-eye dogs and now, bed-bug finding dogs. Explore how they’ve made humans’ lives easier, including an in-depth look at their role sniffing out these blood-suckers.

October 31: Halloween’s Scariest Pests

The black widow spider sports a mean profile from head to toe—eight legs of black with blood-red markings, but the hobo spider’s bite actually rots the flesh. I have photos and knowledge on how to help keep scary spiders away.

November 24: S.L.E.E.P. This Thanksgiving!

Traveling this holiday with the rest of America? Add another worry to the list – bringing home bed bugs. Let me tell you how to rest easy with a catchy acronym called S.L.E.E.P.

December: Year-End Review

How have bed bugs affected the way we do business in America? With changes in HR policies, crisis plans and increased litigation, how do these pests affect the bottom line?

December 21: First Day of Winter—The Holiday Season

‘Twas the night before Christmas, when all through the house. Not a creature was stirring, except for a mouse...’ You’re not the only one who wants to warm up by the fire. A rat can enter the home through an opening as small as a quarter, while a mouse can squeeze through a hole smaller than a dime. Learn how to help keep out unwanted guests this holiday season by talking to me.