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| --- | --- | --- | --- |
| **Month/Date(s)** | **Activity** | **Targeted Group** | **Incentive** |
| **March:** | (St. Patrick’s Day or March Madness) |  |  |
| **April:** | (Spring Break/Easter Holiday) |  |  |
| **May:** | (Spring Themes/Testing) |  |  |
| **June:** | (Summer Themes/End of the Year) |  |  |