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## **National Automatic Door Day Comes Knocking Again** *Industry organization and manufacturers roll out social media campaign for second annual observance March 19*

February 16, 2022—The American Association of Automatic Door Manufacturers (AAADM) is gearing up for March 19 and the second observance of National Automatic Door Day. It's a lighthearted way to celebrate the greatness of automatic doors, promoting messages of health, convenience, accessibility, equality, and simply the love for automated entryways that unites the industry. The inaugural celebration was held on the same date last year.

Through the decades, automatic doors have moved beyond being perceived as simply marvels of convenience (although supreme convenience will always be a core benefit). First, they became key components in providing universal access to public buildings for people with mobility issues and other physical differences. Then they evolved into instruments of public health protection by providing touch-free access in a world where awareness of germ transference is at an all-time high.

National Automatic Door Day was created to celebrate all these facets, from ease and convenience to the vital services they perform.

To celebrate National Automatic Door Day, AAADM has created a variety of assets, including a logo, sample messages, and entertaining-yet-informative social media posts to raise awareness.

“We are proud to highlight the positives that automatic doors bring to daily life,” said AAADM president Len Pursell. “National Automatic Door Day is a fun way to remind the designers, builders, and owners of public places – and the public – about why automatic doors are the preferred method of building entry for millions of people every day.”

Look for National Automatic Door Day messaging across communication platforms for AAADM and its member companies from now until the big day on March 19. For more information, visit <https://www.aaadm.com/>.

### **About AAADM**

The American Association of Automatic Door Manufacturers (AAADM) is a trade association of manufacturers of automatic pedestrian door systems. AAADM was founded in 1994 with the following mission: to increase awareness of automatic doors and accessibility needs; to increase education, training and professionalism among installers and service providers; and to generally promote the safe use of automatic doors. Each year on March 19, AAADM celebrates National Automatic Door Day to raise awareness about the many benefits of automatic doors, including providing access to those with physical challenges and helping to prevent germs by eliminating the need to touch door handles. [www.aaadm.com](http://www.aaadm.com).

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