



## **Mark Your Calendars for Automatic Door Day** *March 19 celebration marks universal access, health protections of touch-free entry*

**March 05, 2021**—The American Association of Automatic Door Manufacturers (AAADM) is proud to announce the nation’s newest holiday—National Automatic Door Day. The inaugural celebration will be March 19, 2021, and will be held on the same date in subsequent years. It’s a day to celebrate the greatness of automatic doors, while also promoting key messages that unite the industry — including messages of health, wellness, and equality.

In their history, the perception of automatic doors has moved beyond one of simple convenience. First, they became key components in providing universal access to public buildings for people with mobility issues and other physical differences. Then they further evolved into instruments of public health protection by providing touch-free building access in a world where awareness of germ transference is at an all-time high.

Automatic Door Day was created to celebrate all aspects of these access marvels, from the ease and convenience they offer all the way to the vital service they perform.

“As the association for the automatic door industry, AAADM is proud to highlight the positives that automatic doors bring to daily life,” said Chris Johnson, AAADM executive director. “Automatic Door Day is a fun way to remind the public—and the designers, builders, and owners of public places—why automatic doors are the preferred method of building entry for millions of people every day.”

To celebrate Automatic Door Day, AAADM encourages facility owners and the building and grounds managers of public facilities to consider their entry points, take pride in them, and help all guests appreciate the universal appeal of universal access.

### **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. Because automatic doors provide access to those with physical challenges and help prevent the spread of germs by eliminating the need to touch door handles, each year on March 19, AAADM celebrates National Automatic Door Day to raise awareness about these and other public benefits. [www.aaadm.com](http://www.aaadm.com).

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