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## National Automatic Door Day 2026's Theme is “Works Better When Open”

*Look for humorous social medial campaign as March 19 date approaches*

March 1, 2026 - It's a holiday whose popularity might not approach that of Halloween or Christmas ... but give it time. National Automatic Door Day returns in 2026, throwing its doors open wider and earning wider recognition. Sponsored by the American Association of Automatic Door Manufacturers (AAADM) and observed every March 19, it's a tongue-in-cheek holiday that celebrates all that automatic doors add to life.



This year's theme is “Works Better When Open.” When you get right down to it, what is the primary advantage of an automatic door? That it opens, with little to no effort. Simply put, it works.

National Automatic Door Day recognizes the innovation, convenience, accessibility, and everyday impact of automatic doors, be they sliding, swinging, telescoping, or other doors that open without manual effort when sensors or triggers detect someone approaching.

This year's theme humorously draws attention to the fact certain things just work better when they're open. Minds. Umbrellas. Parachutes. Baseball mitts. Books. Eyes. Ears. Tents. Apps. Discussions. Opportunities ... and of course, DOORS.

AAADM and its member companies invite everyone to celebrate a common technology we all take for granted. Automatic doors are ever-present — in hospitals, malls, office buildings, and more — and most people rarely think about how important they are. National Automatic Door Day encourages appreciation, even if only for one day.

Behind the day's laughs, there is another focus: how automatic doors make buildings more accessible for people with mobility challenges, the elderly, or anyone who benefits from touch-free entry. This includes hygiene and safety benefits that help minimize the spread of germs and control access in secure facilities.

The automatic door industry has been making life better for decades, with innovations that have added greater convenience, kept us safer, and made us more mobile. March 19 is the one day out of the year when we pause amidst the hustle and bustle to recognize the impact of this modern wonder.

For more information about National Automatic Door Day, 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.aadm.com](http://www.aadm.com).

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