**FOR IMMEDIATE RELEASE**

**Celebrate the first World Behavior Analysis Day**

**People around the world plan to celebrate the inaugural World Behavior Analysis Day to highlight the science of behavior analysis on Saturday, March 20, 2021.**

CITY, State (where released), release date. Saturday, March 20, 2021, will be the first annual World Behavior Analysis Day. It will be celebrated in nations around the world.

World Behavior Analysis Day provides an international opportunity to recognize and honor the science of behavior known as behavior analysis. Behavior analysis examines behavior in a natural-science framework, studying individual’s behaviors as they interact with environmental events. Behavior analysis incorporates theoretical and conceptual analyses of behavior, basic research regarding behavior (also call experimental analysis of behavior), and, the best known branch, applied behavior analysis, which applies behavior principles and procedures to improve people’s lives. Applied behavior analysis has a multitude of research showing its effectiveness with persons of all ages and regardless of diagnosis. Applied behavior analysis is currently renowned for leading to effective interventions for persons diagnosed with autism and other developmental disabilities.

March 20 was selected as the date for World Behavior Analysis Day to honor the birthday of B. F. Skinner, the founder of contemporary behavior analysis.

An introductory video regarding World Behavior Analysis Day will be premiered Saturday, March 20, 2021 at 12 noon EDT via this link: [https://youtu.be/MSBeIJ68jZA /](https://youtu.be/MSBeIJ68jZA%20/) .

For information about how World Behavior Analysis Day is being celebrating locally or about behavior analysis, contact the [insert your organizations’ name].

Additional information regarding World Behavior Analysis Day can be found at www.behavioranalysisday.com. Social media links include: Facebook – WorldBehaviorAnalysisDay; Twitter – @BehaviorDay; and Instagram – BehaviorDay.

#worldbehavioranalysisday

#WBAD

#March20

Contact:  
Name, Position  
Email address  
Phone number

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