

WORLD BEHAVIOR ANALYSIS DAY ALLIANCE

CELEBRATION DATE CHANGE



FOR IMMEDIATE RELEASE
APRIL 27, 2021

Mechanicsville, VA - March 20th was selected as the annual celebration of World Behavior Analysis Day (WBAD), honoring the science on the birthdate of B.F. Skinner, the founder of contemporary behavior analysis.

To recognize the diversity of the behavior analytic community while promoting inclusion in the global acknowledgment of WBAD, the World Behavior Analysis Day Alliance (WBADA) Board of Directors voted to establish a week-long celebration.

Effective immediately, the annual world-wide recognition of behavior analysis includes a week-long celebration, beginning March 14th and culminating on March 20th, the birthdate of B.F. Skinner. These changes are set forth on the WBAD National Day Proclamation published by National Day Archives, LLC.

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