

World Candle Month 2025

Communication Toolkit

This year's theme

This year's World Candle Month theme is "Love the Glow" - developed to engage with audiences and promote all the fabulous ways people celebrate with candles.

**Love
the
Glow**



Celebrating Together

NCA

ECMA



ALAFAVE
ASOCIACIÓN LATINOAMERICANA
DE FABRICANTES DE VELAS

[For more, visit candleseurope.com](https://candleseurope.com)

World Candle Month 2025

Dear Member,

September marks World Candle Month, a celebration established by National Candle Association (NCA – USA) and relayed by the European Candle Manufacturers Association (ECMA) and the Latin American Candle Manufacturers Association (ALAFAVE).

Its objective is to bring to light the various ways candles enrich our daily lives and to promote the safe use of candles. The annual event brings together candle lovers from around the world. World Candle Month is just one of the many ways ECMA encourages industry collaboration to promote global awareness of candle safety and the benefits of candles.

**Wishing you a great
World Candle Month!**



This year's World Candle Month theme is "Love the Glow". Below you will find ideas and tips to celebrate with us all month long.

In your social media posts, be sure to use #WorldCandleMonth.

If your company is having any upcoming initiatives please feel free to reach out.

Nele Devolder
Secretary General
European Candle Manufacturers Association

[For more, visit candleseurope.com](https://candleseurope.com)

What's new?

World Candle Month with the new digital icon!

Suggested uses for the new digital icon include:

- Update your World Candle Month webpage
- Include in your company or customer newsletters
- Add to your digital signature for the month of September
- Use in social media posts with **#WorldCandleMonth**
- Tag [ECMA LinkedIn account](#)



Sample Social Media Posts

Get inspiration from the posts below or simply cut and paste to keep your social media channels full of Love the Glow in September!

Love the Glow.

During #WorldCandleMonth, brush up on candle safety tips: [Candle Safety page](#).

Ever wondered how candles are made? Check out the step-by-step process from wax to wick: [About Candles](#)



Social Media Samples



Share your candle joy - what's your favorite candle trend? [#WorldCandleMonth](#)

Before you strike the match this [#WorldCandleMonth](#), learn how to get the most out of your candle: [Candle Safety](#)

Candles illuminate any outdoor celebration - find tips at: [Tips to Enjoy Candles](#)

Love the Glow both inside and outside. Safely use your candles in [#WorldCandleMonth](#)



**How do you Love the Glow
[#WorldCandleMonth](#)? Share your
favorite ways to use candles!**

Behind every candle that lights your space, there's a team whose hands, hearts, and heritage make it possible.

This World Candle Month, we're proud to spotlight the People Behind the Glow — from wax technicians to warehouse teams, from scent specialists to customer care.

Because the glow starts long before the wick is lit.

How to get involved

- Announce World Candle Month on your company's website.
- Use the WCM digital badge on your email signature and in marketing materials.
- Share a blog post by utilizing the theme of "Love the Glow."
- Host an in-person event for your customers and/or employees to share candle use and safety tips.
- Host a social media live stream to show customers how you engage with this year's theme.



- Connect with WCM Partners on social media channels.
- Use the #WorldCandleMonth when posting on social media.
- Share these resources with any influencers, media, or bloggers you work with.
- Host a candle swap while sharing important tips, tricks, and safety information.
- Have a favorite way you like to showcase your candles? Create a post highlighting your favorite ways to use candle décor and use #WorldCandleMonth



Be our content partner during World Candle Month



This year, ECMA is embracing a **more human-centred perspective in celebrating World Candle Month.**

We invite our members to become content partners by sharing authentic stories, reflections, and visuals that showcase the people, values, and passion behind your business.

What kind of stories are we looking for?

We encourage you to reflect on and share:

- Why are you in the candle industry?
- What keeps you passionate about your work?
- What are the human stories behind your production, your team, your legacy?

How to contribute:

- Contact with our Communication Manager; email to rozdemir@kellencompany.com
- Share short written quotes or testimonials
- Prepare Behind-the-scenes photos or videos
- Share employee spotlights (youngest / longest-serving staff)
- Any interesting topics that you think that we can share during Candle Month, feel free to send us!

Let's celebrate this month not only with promotion, but with connection, appreciation and storytelling.

Useful Resources

ECMA

- Our Website
- ECMA LinkedIn account
- Tips to enjoy candles
- Safe use of candles
- Research & Science
- History of candles
- Components of a candle
- News from us

NCA

- Expert Candle Tips
- Scents Can Have a Positive Effect on Your Mood
- World Candle Month Facebook Page
- World Candle Month Pinterest Page
- World Candle Month YouTube Channel
- About Candles – Ask About Candles

ALAFAVE

- Industry Resources
- ALAFAVE Facebook
- ALAFAVE Instagram
- ALAFAVE Youtube
- ALAFAVE LinkedIn

