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## National Automatic Door Day Celebrates “Everyday Magic”

*March 19 observation is a fun way to recognize overlooked technology*

March 10, 2025—Couldn’t everyday use a little magic? Luckily, National Automatic Door Day is coming soon to add some everyday magic to a mundane week. If you’ve ever stepped on the sensor mat for an automatic door, held out your hand, and pretended to open the door with just the power of your mind – this day is for you!

National Automatic Door Day is observed every March 19, sponsored by the American Association of Automatic Door Manufacturers (AAADM), and this year’s theme is, indeed, “Everyday Magic.” The theme was chosen precisely for that mystical feeling of power we’ve all felt while stepping through a door that opened simply because of our presence.

AAADM and its member companies will be celebrating March 19, and the days leading up to it, with a whimsical social media campaign that highlights the transformative affect that this automatic door “magic” has on all of us. Whether it’s giving us a fleeting sense of possessing the power of “the Force,” taking us back to childhood witch and wizard costumes or conjuring up a favorite student of Hogwarts, the simple act of opening a door hands-free is a fast reminder of the magic all around us.

Built into the lighthearted observance of automatic doors is also an acknowledgment of the more serious role automatic doors play in our lives. They enhance independence for people living with disabilities, help reduce germ spread, and can even help keep us safer in away-from-home environments. There are also environmental benefits, as automatic doors can help keep heating and cooling in and the elements out.

National Automatic Door Day was created to celebrate all aspects of these doors to accessibility, from the ease and convenience they offer to the vital services they perform. It’s a day to celebrate the greatness of automatic doors, while also promoting key messages that unite the industry — including messages of those messages of health, wellness, and equality.

The public is invited to join in the fun on March 19. If there was ever a day to cross the threshold with a flourish, this would be it.

For more information about AAADM, 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.aaadm.com](http://www.aaadm.com).

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