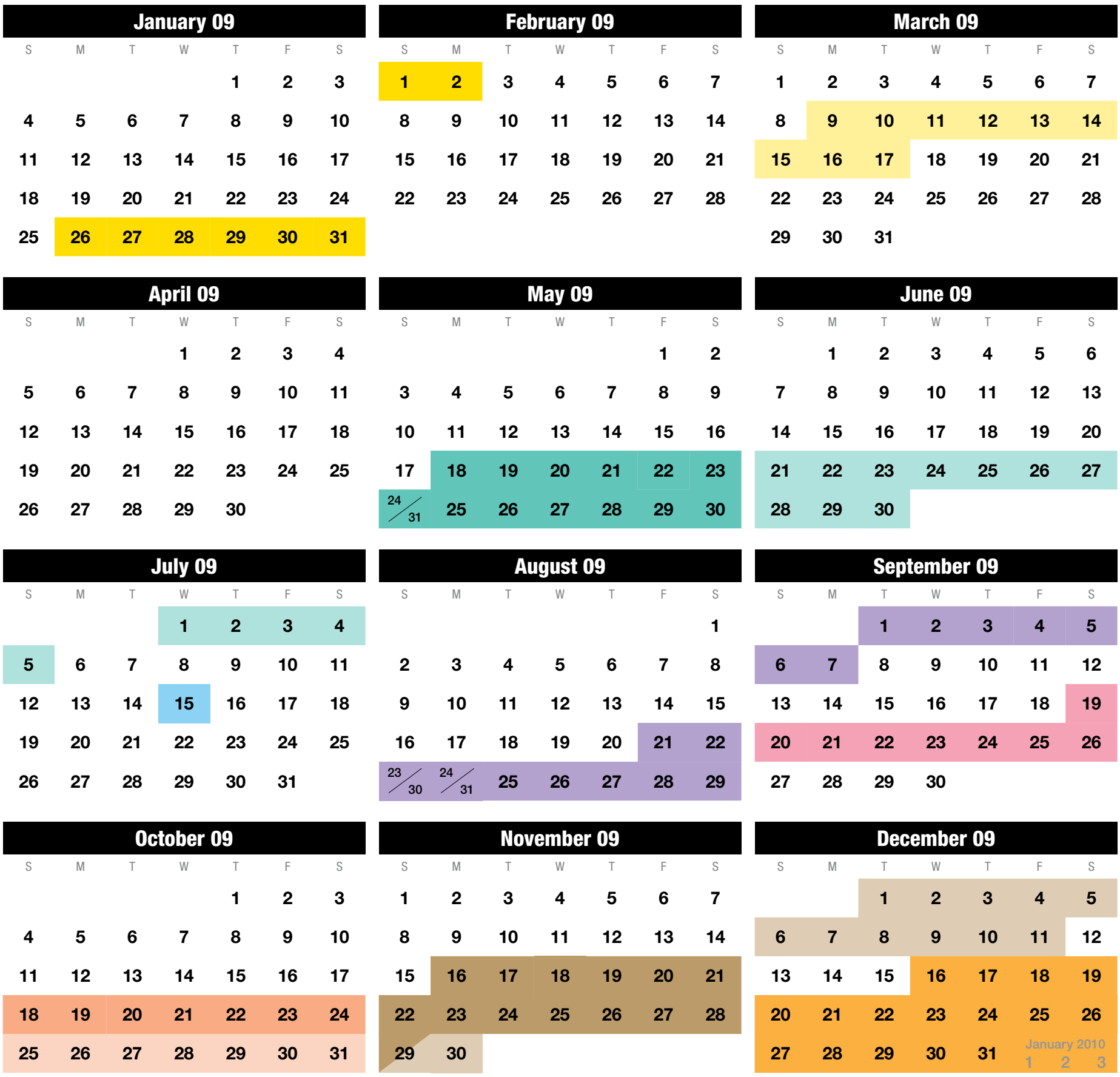
NHTSA 2009 Communications Calendar



Note: Calendar dates and themes are subject to change.

January 26 - February 2, 2009

Super Bowl Sunday
IMPAIRED DRIVING
Primary Message: Fans Don't Let Fans Drive Drunk

March 9 – 17, 2009

St. Patrick's Day
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

May 2009

Motorcycle Safety Awareness Month
Primary Message: Motorcyclists

Bicycle Safety Month

May 18 – 31, 2009

Click It or Ticket
National Enforcement Mobilization
OCCUPANT PROTECTION
Message: Click It or Ticket

June 21 – July 5, 2009

Fourth of July
IMPAIRED DRIVING
Primary Message: Drunk Driving. Over the Limit. Under Arrest.
Secondary Message: Buzzed Driving Is Drunk Driving

July 15, 2009

National Ride to Work Day
MOTORCYCLE SAFETY
Message: Share the Road With Motorcycles

August 2009

Back to School Safety
Message: Pedestrians, Bicycles, School Buses

August 21 - September 7, 2009

Impaired Driving
National Enforcement Crackdown
IMPAIRED DRIVING
Message: Drunk Driving. Over the Limit. Under Arrest.

September 19 – 26, 2009

National Seat Check Saturday (September 19th)

CPS Week
OCCUPANT PROTECTION
Primary Message: 4 Steps for Kids

October 2009

International Walk to School Month

October 18 – 24, 2009

National Teen Driver Safety Week
OCCUPANT PROTECTION
Teens
Impaired Driving
Message: Buckle Up America. Every Trip. Every Time.

October 25 – 31, 2009

Halloween
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

November 16 – 29, 2009

Thanksgiving Weekend Travel
OCCUPANT PROTECTION
Primary Message: Buckle Up America. Every Trip. Every Time.
Secondary Message: Buzzed Driving Is Drunk Driving

November 29 – December 11, 2009

Holiday Season
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

December 16, 2009 – January 3, 2010

Holiday Season
IMPAIRED DRIVING
Primary Message: Drunk Driving. Over the Limit. Under Arrest.

Other Communications Support

Buckle Up in Your Truck
Rural Occupant Protection
Speed
Youth Advertising: Alcohol, Seat Belts
Nighttime
NCAP
ODI
Tires
Market Research: Target Audiences, Social Marketing

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