



Drive Sober or Get Pulled Over Crackdown

Future Dates 2012 – 2015

2012

2013

2014

Labor Day			
Enforcement	August 17 – September 3, 2012	August 16 – September 2, 2013	August 15 – September 1, 2014
Paid Media	August 15 – 19, 2012 August 22 – 26, 2012 August 29 – September 3, 2012	August 14 – August 18, 2013 August 21 – 25, 2013 August 28 – September 2, 2013	August 13 – 17, 2014 August 20 – 24, 2014 August 27 – September 1, 2014
Earned Media	July 29 – September 9, 2012	July 28 – September 8, 2013	July 27 – September 7, 2014
Winter Holidays			
Enforcement	December 14 – January 1, 2013	December 13 – January 1, 2014	December 12 – January 1, 2015
Paid Media	December 12 – 16, 2012 December 19 – 23, 2012 December 26 – 31, 2012	December 11 – 15, 2013 December 18 – 22, 2013 December 25 – 31, 2013	December 10 – 14, 2014 December 17 – 21, 2014 December 24 – 31, 2014
Earned Media	December 1 – January 2, 2013	December 1 – January 1, 2014	December 1 – January 2, 2015

