



Drive Sober or Get Pulled Over Campaign

Future Dates 2019 – 2021

2019

2020

2021

Labor Day			
Enforcement	August 16 – September 2, 2019	August 21 – September 7, 2020	August 20 – September 6, 2021
Paid Media	August 14 – 18, 2019 August 21 – 25, 2019 August 28 – September 2, 2019	August 19 – 23, 2020 August 26 – 30, 2020 September 2 – 7, 2020	August 18 – 22, 2021 August 25 – 29, 2021 September 1 – 5, 2021
Earned Media	July 28 – September 8, 2019	July 26 – September 14, 2020	July 25 – September 12, 2021
Winter Holidays			
Enforcement	December 13, 2019 – January 1, 2020	December 18, 2020 – January 1, 2021	December 17, 2021 – January 1, 2022
Paid Media	December 11 – 15, 2019 December 18 – 22, 2019 December 25, 2019 – January 1, 2020	December 16 – 20, 2020 December 23 – 27, 2020 December 30, 2020 – January 1, 2021	December 15 – 19, 2021 December 22 – 26, 2021 December 29, 2021 – January 9, 2022
Earned Media	November 24, 2019 – January 5, 2020	November 29, 2020 – January 10, 2021	November 28, 2021 – January 9, 2022

