



# National Impaired Driving HVE Campaign

*Drive Sober or Get Pulled Over*

*If You Feel Different, You Drive Different. Drive High, Get A DUI*

**IF YOU FEEL DIFFERENT  
YOU DRIVE DIFFERENT  
DRIVE HIGH GET A DUI**

## Future Dates 2020 – 2022

**2020**

**2021**

**2022**

<b>LABOR DAY</b>			
<b>Enforcement</b>	<b>August 21 – September 7, 2020</b>	<b>August 20 – September 6, 2021</b>	<b>August 19 – September 5, 2022</b>
<b>Paid Media</b>	<b>August 19 - September 7, 2020</b> August 19 – 23, 2020 August 26 – 30, 2020 September 2 – 7, 2020	<b>August 18 – September 6, 2021</b> August 18 – 22, 2021 August 25 – 29, 2021 September 1 – 6, 2021	<b>August 17 – September 5, 2022</b> August 17 – 21, 2022 August 24 – 28, 2022 August 31 – September 5, 2022
Earned Media	July 26 – September 13, 2020	July 25 – September 12, 2021	July 24 – September 11, 2022
<b>WINTER HOLIDAY</b>			
<b>Enforcement</b>	<b>December 18, 2020 – January 1, 2021</b>	<b>December 17, 2021 – January 1, 2022</b>	<b>December 16, 2022 – January 1, 2023</b>
<b>Paid Media</b>	<b>December 16, 2020 – January 1, 2021</b> December 16 – 20, 2020 December 23 – 27, 2020 December 30, 2020 – January 1, 2021	<b>December 15, 2021 – January 1, 2022</b> December 15 – 19, 2021 December 22 – 26, 2021 December 29, 2021 – January 1, 2022	<b>December 14, 2022 – January 1, 2023</b> December 14 – 18, 2022 December 21 – 25, 2022 December 28, 2022 – January 1, 2023
Earned Media	November 29, 2020 – January 10, 2021	November 28, 2021 – January 9, 2022	November 27, 2022 – January 8, 2023