



Drive Sober or Get Pulled Over Campaign

Future Dates 2018 – 2020

2018

2019

2020

Labor Day			
Enforcement	August 17 – September 3, 2018	August 16 – September 2, 2019	August 14 – September 1, 2020
Paid Media	August 15 – 19, 2018 August 22 – 26, 2018 August 29 – September 3, 2018	August 14 – 18, 2019 August 21 – 25, 2019 August 28 – September 2, 2019	August 12 – 16, 2020 August 19 – 23, 2020 August 26 – September 1, 2020
Earned Media	July 29 – September 9, 2018	July 28 – September 8, 2019	July 26 – September 6, 2020
Winter Holidays			
Enforcement	December 14, 2018 – January 1, 2019	December 13, 2019 – January 1, 2020	December 18, 2020 – January 1, 2021
Paid Media	December 12 – 16, 2018 December 19 – 23, 2018 December 26 – January 1, 2019	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
Earned Media	November 25, 2018 – January 6, 2019	November 24, 2019 – January 5, 2020	November 29, 2020 – January 10, 2021

