



# *Drive Sober or Get Pulled Over Crackdown*

## **Future Dates 2016 – 2018**

**2016**

**2017**

**2018**

<b>Labor Day</b>			
<b>Enforcement</b>	<b>August 19 – September 5, 2016</b>	<b>August 18 – September 3, 2017</b>	<b>August 17 – September 3, 2018</b>
Paid Media	August 17 – 21, 2016 August 24 – 28, 2016 August 31 – September 5, 2016	August 16 – 20, 2017 August 23 – 27, 2017 August 30 – September 3, 2017	August 15 – 18, 2018 August 22 – 25, 2018 August 29 – September 3, 2018
Earned Media	July 31 – September 11, 2016	July 30 – September 10, 2017	July 29 – September 9, 2018
<b>Winter Holidays</b>			
<b>Enforcement</b>	<b>December 15, 2016 – January 1, 2017</b>	<b>December 15 – 31, 2017</b>	<b>December 14, 2018 – January 1, 2019</b>
Paid Media	December 14 – 18, 2016 December 21 – 25, 2016 December 28, 2016 – January 1, 2017	December 13 – 17, 2017 December 20 – 24, 2017 December 27 – 31, 2017	December 12 – 15, 2018 December 19 – 22, 2018 December 26, 2018 – January 2, 2019
Earned Media	November 23, 2016 – January 8, 2017	November 26 – December 31, 2017	November 25, 2018 – January 6, 2019

