



Drive Sober or Get Pulled Over Crackdown

Future Dates 2013 – 2016

2013

2014

2015

Labor Day			
Enforcement	August 16 – September 2, 2013	August 15 – September 1, 2014	August 21 – September 7, 2015
Paid Media	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	August 19 – 23, 2015 August 26 – 30, 2015 September 2 – 7, 2015
Earned Media	July 28 – September 8, 2013	July 27 – September 7, 2014	August 2 – September 13, 2015
Winter Holidays			
Enforcement	December 13 – January 1, 2014	December 12 – January 1, 2015	December 18 – January 3, 2016
Paid Media	December 11 – 15, 2013 December 18 – 22, 2013 December 25 – 31, 2013	December 10 – 14, 2014 December 17 – 21, 2014 December 24 – 31, 2014	December 16 – 20, 2015 December 23 – 27, 2015 December 30 – January 2, 2016
Earned Media	December 1 – January 1, 2014	December 1 – January 2, 2015	December 1 – January 4, 2016



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**



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