

**FFY 2013 Campaign Consolidation Dates**

<b>Campaign</b>	<b>Paid Advertising Campaign</b>	<b>Potential Kickoff Press Release Dates</b>	<b>Enforcement</b>	<b>Post Enforcement Media Release</b>	<b>Grant Data Collection Form Due</b>	<b>Incentive Program Form Due (Required for Incentive Equipment Program)</b>
<b>2012</b>						
Thanksgiving	<b>Yes</b>	November 12-21, 2012	November 12-25, 2012	November 26 – December 3, 2012	December 10, 2012	December 3, 2012
Christmas & New Year's	<b>Yes</b>	December 17-24, 2012	December 17, 2012 – January 1, 2013	January 2 – 7, 2013	January 15, 2013	January 7, 2013
<b>2013</b>						
Super Bowl	<b>No</b>	February 1-3, 2013	January 28 – February 3, 2013	February 4-11, 2013	February 18, 2013	No Incentive Program
St. Patrick's Day	<b>No</b>	March 14-15, 2013	March 14-17, 2013	March 18-25, 2013	April 1, 2013	No Incentive Program
Cinco de Mayo	<b>No</b>	May 1-2, 2013	May 1-5, 2013	May 6-13, 2013	May 20, 2013	No Incentive Program
Memorial Day	<b>Yes</b>	May 10-17, 2013	May 10-27, 2013	May 28-June 3, 2013	June 10, 2013	June 4, 2013
July 4 <sup>th</sup>	<b>Yes</b>	June 28-July 1, 2013	June 28-July 7, 2013	July 8-15, 2013	July 22, 2013	July 15, 2013
Labor Day Holiday	<b>Yes</b>	August 16-23, 2013	August 16 – September 2, 2013	September 3-9, 2013	September 16, 2013	September 10, 2013
Additional Roadside Safety Checks (Optional)	<b>No</b>	Submit to LEL in advance for approval	Submit to LEL in advance for approval	Submit to LEL in advance for approval	Within 14 days of completion of enforcement	No Incentive Program
Additional Safety Belt Enforcement Zones (Optional)	<b>No</b>	Submit to LEL in advance for approval	Submit to LEL in advance for approval	Submit to LEL in advance for approval	Within 14 days of completion of enforcement	No Incentive Program