

MAP Grant

FY 2010 Dates to Remember

Campaign	Pre Enforcement PI&E Start Date	Paid Advertising Campaign	Press Release Date	Enforcement	Post Enforcement Media Release	Data Collection Form Due
#1 Thanksgiving Holiday Campaign	November 9	Yes	November 25	November 13-29	November 30 – December 6	December 9
#2 Christmas/New Year's Campaign	December 7	Yes	December 22	December 18 – January 3	January 4 – 10	January 9
#3 Super Bowl Holiday Campaign	January 25	No	February 5	January 29 – February 14	February 15 – 21	February 24
#4 St. Patrick's Day Holiday Campaign	March 1	No	March 15	March 5 – 21	March 22 – 28	March 31
#5 Memorial Day Holiday Campaign	May 10	Yes	May 27	May 14 – May 31	June 1 – 6	June 9
#6 July 4 th Holiday Campaign	June 14	Yes	July 1	June 18 – July 4	July 5 – 11	July 14
#7 Labor Day Holiday Campaign	August 16	Yes	September 2	August 20 – September 6	September 7 – 12	September 15
#8 To Be Determined By Agency						