

**Division of Traffic Safety Enforcement Campaigns  
FY12  
Dates to Remember**

<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>2011</b>						
Thanksgiving	<b>Yes</b>	November 14-23, 2011	November 14-27, 2011	November 28 – December 4, 2011	December 12	December 5
Christmas & New Year's	<b>Yes</b>	December 19-25, 2011	December 19, 2011 – January 1, 2012	January 2 – 8, 2012	January 16, 2012	January 9, 2012
<b>2012</b>						
Super Bowl	<b>No</b>	February 2-4	January 27 – February 5, 2012	February 7-13	February 20	No Incentive Program
St. Patrick's Day	<b>No</b>	March 12-16	March 12-20	March 18-23	April 2	No Incentive Program
Cinco de Mayo	<b>No</b>	April 27-May 4	April 27-May 6	May 7-14	May 21	No Incentive Program
Memorial Day	<b>Yes</b>	May 11-17	May 11-28	May 29-June 4	June 11	June 4
July 4 <sup>th</sup>	<b>Yes</b>	June 22-28	June 22-July 4	July 5-9	July 19	July 13
Labor Day Holiday	<b>Yes</b>	August 17 – August 23	August 17 – September 3	September 4-10	September 17	September 10
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