



## **Don't Drink and Drive Memorial Day, July 4<sup>th</sup> and Labor Day**

### **Promotion Dates:**

**May 25<sup>th</sup> – May 29<sup>th</sup> (Memorial Day Week)  
June 30 – July 4<sup>th</sup> (July 4<sup>th</sup> Week)  
August 31 – September 4 (Labor Day Week)**

### **How It Works:**

**The Radio People will run recorded Don't Drink and Drive announcements encouraging our listeners to designate a driver and give facts on drinking and driving, brought to you by The City of Vicksburg**

### **What You Will Receive:**

**5 – Recorded Don't Drink and Drive reminders per day  
on all 3 radio stations**

**Total of 75 reminders per holiday, for a grand total of 225**

### **Your Investment:**

**\$450 May  
\$450 June  
\$450 August**

