



MAY 07 2018

*Same as last year*

## 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

