



**GOVERNOR'S HIGHWAY SAFETY PROGRAM
2021 Planning Calendar**

Dates	Campaign/Event	Deadline
December 14 -January 3	Holiday "Booze It & Lose It" Campaign	Dec 22, Dec 29, 2020; Jan 5
January 1	New Years Day	
January 1	Kwanzaa Ends	
January 1	Grant Application System Opens	
January 9	National Law Enforcement Appreciation Day	
January 18	MLK Day	
January 31	Grant Application System Closes	
February 7	Super Bowl LV	
February 14	Valentine's Day	
February 15	Presidents Day	
February 17	Ash Wednesday	
March 14	Daylight Saving Time Begins	
March 17-21	St. Patrick's Day "Booze It & Lose It" Campaign	March 23
March 17	St. Patrick's Day	
April	National Distracted Driving Awareness Month	
April	Alcohol Awareness Month	
April 1	April Fool's Day	
April 26-30	National Work Zone Awareness Week	
April 4	Easter	
March 29-April 4	"Speed A Little, Lose A Lot" Campaign	April 6
April 26-28	2021 National Lifesavers Conference (online)	
May	Motorcycle Safety Awareness Month	
May	National Bicycle Safety Month	
May	National Youth Traffic Safety Month	
May 5	Cinco de Mayo	
May 5	Bike to School Day	
May 9	Mother's Day	
May 9-15	National Police Week	
May 15	Peace Officer's Memorial Day	
May 24 – June 6	Memorial Day "Click It or Ticket" Campaign	June 2, June 8
May 31	Memorial Day	
June 6	National Secure Your Load Day	
June 14	Flag Day	
June 20	Father's Day	
June 30	Grant Change Request Deadline	
July	Vehicle Theft Prevention Month	
July 4	Independence Day	
June 28-July 4	Operation Firecracker "Booze It & Lose It" Campaign	July 6
August 17 - 19	NC Traffic Safety Conference and Expo	
August 30-September 12	Labor Day "Booze It & Lose It" Campaign	September 8, 14
August 28 - Sept 1	Governor's Highway Safety Association Annual Meeting, Denver, Co.	
September 6	Labor Day	
Sept 20-26	Child Passenger Safety Week Campaign	September 28
September 15	Yom Kippur	
September 25	National Seat Check Saturday	
September 30	Federal FY 2021 Ends	
October	Pedestrian Safety Month	
October 1	STEP System Closes	
October 6	Walk to School Day	
October 11	Columbus Day	
October 4-10	"Operation Crash Reduction" Initiative	October 12
October 14-24	NC State Fair/Safety City	
October 17-23	National Teen Driver Safety Week	
October 18-22	National School Bus Safety Week	
October 25-31	Halloween "Booze It & Lose It" Campaign	November 2
October 30	Grant Reimbursement Deadline	
October 31	Halloween	
November 7	Daylight Saving Time Ends	
November 11	Veterans Day	
November 21	World Day of Remembrance for Road Traffic Victims	
November 22- November 28	Thanksgiving "Click It or Ticket" Campaign	November 30
November 25	Thanksgiving	
November 28	Hanukkah Begins	
December	National Drunk and Drug-Impaired Driving Prevention Month	
December 3	Tree of Life Event, Raleigh, NC	
December 13 -January 2	Holiday "Booze It & Lose It" Campaign	Dec 21, Dec 28, Jan 5, 2022
December 24	Christmas Eve	
December 25	Christmas	
December 26	Kwanzaa Begins	
December 31	New Years Eve	