

## 2009 Back-to-School Events by Week Statewide

Week	Dates	BTS Events
Wk 1:	July 5-12	6
Wk 2:	July 13-19	7
Wk 3:	July 20-26	8
Wk 4:	July 27-Aug 2	17
Wk 5:	Aug 3- 9	35
Wk 6:	Aug 10-16	30
Wk 7:	Aug 17-23	23
Wk 8:	Aug 24-30	5
Wk 9:	Aug 31- Sept 6	1
Wk 10:	Sept 7-13	2
Wk 11:	Sept 14-20	5
Wk 12:	Sept 21-27	2
Wk 13:	Sept 28- Oct 4	0
October 5th and later		2

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\*a difference between date and media market exist due to reporting times.

