

## 2008 Click It or Ticket PSA Copy

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I'm \_\_\_(**your name and title**)\_\_\_ with \_\_\_(**your department**)\_\_\_, here to tell you that if you're breaking the law and not wearing a seat belt, you're gonna get two tickets. It doesn't matter where you are or what time it is. Click It or Ticket.

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I'm \_(**your name and title**)\_ with \_\_\_(**your department**) \_\_\_, and Virginia Law Enforcement wants you to know that we are out there 24/7 to enforce traffic laws in Virginia and that means seat belts. Breaking the law and not wearing a seat belt? That's two tickets. Buckle up, Click It or Ticket.

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You've probably been hearing the "Click It or Ticket" message a lot lately, I'm \_\_\_(**your name and title**)\_\_\_ with \_\_\_(**your department**)\_\_\_ and I'm here to tell you that it's true. Virginia Law Enforcement isn't kidding - seat belts save lives, and if we need to convince you the hard way, we will. If one of us stops you for a traffic violation and you're not wearing your seat belt, we're talking two tickets. Look, we're not trying to be mean, we're simply getting tired of knocking on family doors to notify them that a loved one didn't survive the crash because they weren't buckled up. It's so simple - Click It or Ticket.

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Click It or Ticket - probably heard that a lot lately, huh? I'm \_\_\_(**your name and title**)\_\_\_ with \_\_\_(**your department**) \_\_\_. One of the worst parts of our job is knocking on a door to tell a family that someone they care about has been killed in a crash because they weren't buckled up, and frankly, we're getting tired of having to do that when the death is preventable by something as simple as a seat belt. So, for the almost 80 percent of you that already get the benefits of wearing a seat belt, thank you, but for the rest of you, apparently we haven't made enough of an impact on you yet. Here's the deal, if you're pulled over for a traffic violation, you'll get a ticket. If you're not wearing a seat belt, you'll get another ticket. No matter what you think, this is not Virginia Law Enforcement's idea of fun, and we don't do this because we have nothing better to do, it is simply our way of telling you we care about you and we don't want to have to tell your family that you were hurt or killed because you don't buckle up. Do the right thing, wear your seat belt and follow traffic laws. Click It or Ticket, because if you don't...we will.