

FOR IMMEDIATE RELEASE: May 18, 2009

CONTACT: (Name, agency, and phone number - make SURE it is a number where you can be reached, like a cell phone).

Click It or Ticket Blitzes All Over Virginia
Enforcement Blitz to Focus on Unbuckled Motorists - Day and Night

Jurisdictions from North to South and East to West will be out in force May 21st and 22nd as part of the Click It or Ticket Mobilization. (List participating jurisdictions) have partnered along (Route numbers or road areas) to enforce traffic laws in advance of the heavily traveled Memorial Day weekend.

The (Route numbers or road areas) will focus particular attention on night-time seat belt use. According to preliminary numbers from DMV: The Virginia Highway Safety Office, in 2008 there were a total of 821 fatalities, of those, 631 fatalities occurred in vehicles that were equipped with safety restraints. 342 or 54 percent of the 612 fatalities were not wearing restraints. 201 or 61 percent of the total unbelted fatalities (342) occurred between the hours of 6:00pm and 6:00am.

“Consistent research has shown that fewer people are buckling up at night, when the risk of being in a fatal crash is greatest,” (Local Law Enforcement Official) said. “That’s why we are joining all our law enforcement partners and for this Click It or Ticket Blitz, to make sure that all passengers, in all vehicles, are buckled up - day and night”.

(Local Law Enforcement Official) went on to say, “Regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes. Click It or Ticket is Law Enforcement’s way of telling you we care about you and want you to arrive at your destination safely”.

Virginia and (Your Jurisdiction) participate in the National Click It or Ticket Mobilization each May. Click It or Ticket is focused on increasing seat belt and child safety seat use which in turn reduces motor vehicle related serious injuries and fatalities.

Click It or Ticket is one of several programs under the Smart, Safe and Sober Partnership. Smart, Safe and Sober is a statewide initiative dedicated to preventing crashes, injuries and fatalities on Virginia roadways. It is a joint partnership of (Your Jurisdiction), DMV: The Virginia Highway Safety Office, the Virginia State Police, the Virginia Association of Chiefs of Police, the Virginia Sheriff’s Association and Drive Smart Virginia

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LIVE SHOTS AND RIDE ALONG’S CAN BE ACCOMODATED, BUT MUST BE ARRANGED WITH THE JURISDICTION AHEAD OF TIME.