

Click It or Ticket May Mobilization Sample News Release Template

FOR IMMEDIATE RELEASE: *(Date)*

CONTACT: *(Name, cell phone number, e-mail address)*

Note: Before filling in the names of the organization and spokesperson, you MUST contact them to get their permission to use their names in this release. Make sure they approve the language in the quotes and if they need/want any changes/additions. Please do this before you send out the release.

(LOCAL LAW ENFORCEMENT AGENCY) To Participate in Statewide Click It or Ticket Mobilization.

Increasing Seat Belt Use is Goal to Reduce Injuries and Fatalities

(Town, City or County, VA)- This May *(Your agency)* will be partnering with law enforcement across Virginia and the nation to increase seat belt use with the *Click It or Ticket* enforcement mobilization in an effort to save more lives on Virginia's roadways.

According to preliminary numbers from DMV: The Virginia Highway Safety Office, there were 821 fatalities in Virginia in 2008. Of those, 612 fatalities occurred in vehicles that were equipped with safety restraints. 342 or 54 percent of the 612 fatalities were not wearing restraints.

(Your Agency) will be out in force to make sure that all motorists are obeying all traffic laws in Virginia, with a particular emphasis being placed on lack of seat belt and child safety seat use. Special checkpoints and other stepped up law enforcement activities will be conducted during the Mobilization May 18-May 31, 2009.

“There are still too many people dying or being injured as a result of not buckling up. ” *(Local Law Enforcement Official)* said. “That’s why this May and throughout the year, we are increasing enforcement to continue to impress upon all citizens that seat belt use is a must when getting into any vehicle.” *(Local Law Enforcement Official)* went on to say, “Regular use of seat belts clearly saves lives, unfortunately, too many folks in Virginia still need a tough reminder that wearing a seat belt is the absolute best way to protect themselves in a crash, so we are here to tell everyone, *(Your Agency)* has zero tolerance when it comes to not buckling up. Please remember, buckle up every one, every ride. Click It or Ticket.”

For more information, visit: www.dmvnow.com/highwaysafety

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