

**FOR IMMEDIATE RELEASE: May (Current date), 2010**

**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 Blitz Operations All Over Virginia**  
***Enforcement Blitz to Focus on Unbuckled Motorists-Day and Night***

(Your city, town)- In 2009, Virginia, had the highest recorded seat belt use rate in history at 82.27 percent. Even with that good news, 756 citizens lost their lives on Virginia roadways, of those, 333 individuals were not wearing seat belts at the time of the crash. Of particular concern, are the numbers of fatalities between the hours of 6:00pm and 5:59am. During the 2009 year, 195 individuals died unbelted in crashes during the hours of 6:00pm-5:59am most of them young men. That's why (your jurisdiction) in partnership with (List participating jurisdictions) will come together on Friday May 28, 2010 along (Route numbers or road areas) from 5:00pm-10:00pm and beyond for the Click It or Ticket Blitz to enforce traffic laws in advance of the heavily traveled Memorial Day weekend.

The (Route numbers or road areas) Click It or Ticket Blitz will focus particular attention on night time seat belt use. "There are still far too many of our citizens being injured or killed because they are not buckled up," said (Local Law Enforcement Official with title). (Official name) went on to say, "Consistent research has shown that fewer people are buckling up at night, when the risk of being in a fatal crash is greatest, this is why we are joining our law enforcement partners for this Click It or Ticket Blitz-to make sure that everyone in every vehicle is buckled up and obeying all traffic laws".

(Local Law Enforcement Official) also stated, "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.