

For Immediate Release: (Today's date)

Contact: (Agency contact information, make sure there is a phone number that someone will answer like a cell phone)

(Your agency) Will Join Click It or Ticket 2010 Effort
(Your agency) Along with the Virginia Highway Safety Office and Nation Partner to Reduce Crash Related Deaths and Serious Injuries

(Your County, City or 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.

In (Your County, City or Town), (Your County, City or town unbelted fatal numbers-or serious injury numbers) people were impacted by not wearing a seat belt at the time of the crash.

“Do you realize how many lives could be saved, or injuries reduced if everyone would simply buckle up?” said (Your agency spokesperson). “That’s why (Your agency) will join law enforcement from across Virginia and the nation to reinforce Click It or Ticket- Day and Night.”

6:00 pm to 5:59 am represents a large number of unbelted fatalities. In 2009, Virginia had a total number of 414 crash related fatalities, of those, 195 were unbelted fatalities. These fatalities are largely men between the ages of 21 and 35 years of age (68 unbelted fatalities 6:00 pm-5:59 am)

“Given this information”, said (Your agency spokesperson), “citizens can expect to see law enforcement at all hours of the day and night enforcing all traffic laws, but we will be paying particular attention to whether a seat belt is being worn.”

(Your agency) joins thousands of law enforcement officials, highway safety representatives and safety advocates in Virginia who have vowed to support the annual mobilization. High visibility enforcement such as the Click It or Ticket mobilization is credited with increasing the national belt usage rate from 58 percent in 1994 to an observed usage rate of 84 percent in 2009. Virginia's goal in 2010 is to increase usage to 83.7%.