

2011 Click It or Ticket
Sample News Release:

For Immediate Release: (Today's date)
Contact: (Name, phone number-cell and desk, e-mail address)

Note: Before filling in the names of your agency and agency spokesperson, you MUST contact them to obtain their permission to use their names in this news release, and you must get their approval for the language used in their quotes, and any changes or additions they may require.

(Your Agency) Joins Click It or Ticket
To Crack Down on Seat Belt Use in an Effort to Increase Use

(Your County, City or Town)-will join local and national law enforcement officers and highway safety advocates all across Virginia and the country for the 2011 national *Click It or Ticket* seat belt enforcement mobilization.

During the mobilization, law enforcement throughout the Commonwealth will be cracking down on motorists who fail to obey all traffic laws-including seat belt and child safety seat use-both day and night.

Virginia has seen steady decline in traffic related fatalities, however, preliminary data from 2010 indicates that there were a total of 740 fatalities, of those, 314 were not restrained at the time of the crash.

(If you want-you can insert your own locality's crash information here).

Pick up truck occupants have been proven to be less likely to buckle up than any other class of vehicle. In a 2010 Seat Belt Use Observational Survey conducted by Old Dominion University, the average seat belt use rate of pick up truck occupants was 71.4 percent as compared to the state use rate of 80.5 percent.

"We need to continue to make the case that seat belts really do work," said **(Your Agency Spokesperson)**. "We will do that by hitting the roads and enforcing all traffic laws 24/7, no excuses, no warnings, and we will be paying particular attention to seat belt use."

Remember this May 22 to June 6: It's *Click It or Ticket*. Buckle up and encourage your loved ones to do the same. You'll save the cost of a ticket and may even save a life.

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