

**2013 Click It or Ticket Blitz
Sample News Release**

For Immediate Release: (Today's date)

Contact: (Name, desk and cell number, e-mail address)

Note: Before filling the names of the organization and organization 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. Only after this is done can you send out the release.

**Law Enforcement to "Blitz" Virginia Roadways Day and Night this
Memorial Day Holiday**

Seat Belt use and Following all Traffic Laws to be emphasized

(Your town, city or county)-The Memorial Day Holiday is the first big holiday to start the summer travel season and it unfortunately comes with motor vehicle crashes, injuries and deaths. Many of these injuries and fatalities could be prevented by simply buckling up and ensuring that everyone in the vehicle is properly restrained.

During the 2012 Memorial Day period from May 25-28, 11 people lost their lives. Of those 11, nine adults were not restrained. In 2012, there were a total of 774 traffic related fatalities, of those 305 were unrestrained motor vehicle occupants. (Source: DMV: The Virginia Highway Safety Office).

(You could also insert your own jurisdiction's unbelted injuries/fatalities if available here)

In an effort to reduce or eliminate unrestrained injuries and fatalities, (Your Jurisdiction), in partnership with (list other participating agencies) will hit the road together on Friday May 24th for 24 hours all across (route numbers and/or road areas) to aggressively enforce all traffic laws-particularly seat belts and child safety seats as part of the Click It or Ticket effort to increase seat belt use in Virginia.

"Memorial Day should be a day to remember our Veterans and see family and friends. It should not include the tragedy of a motor vehicle fatality or serious injury," said (Your Agency Spokesperson) "Regular seat belt use is the single most effective way to protect yourself and your family to reduce injury and death in a motor vehicle crash. As part of this Click It or Ticket Blitz, we will be out there day and night to make sure that everyone obeys all traffic laws and gets to their destinations safely.

Law enforcement across Virginia including (your jurisdiction) is participating in the National Click It or Ticket Mobilization. Click It or Ticket is focused on increasing seat belt use which in turn reduces motor vehicle related serious injuries and fatalities

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