

**2013 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.

Click It or Ticket to Boost Seat Belt Use – Day and Night

(Your County, City or Town)-Motorists who refuse to wear their seat belts-beware. The 2013 national *Click It or Ticket* seat belt enforcement mobilization kicks off May 20 to help save lives by cracking down on those who don't buckle up.

(Your Agency) is joining with other state and local law enforcement officers and highway safety advocates across the country to help save more lives by strongly enforcing all traffic laws, especially seat belt laws around the clock.

Virginia's seat belt use rate was 78.43% in 2011 (using a new survey methodology), and there is still much work to be done. According to the DMV Highway Safety Office's TREDS (Traffic Records Electronic Data System) in preliminary 2012 statistics, there were a total of 774 fatalities-305 of them were unrestrained at the time of the crash. Of the total unrestrained fatalities (305), 77 or 25% of the deaths resulted from crashes that occurred between the hours of Midnight-6:00AM. The highest time period for unrestrained deaths was from crashes between 6:00pm and midnight – 84 killed (28%).

(If you want-you can insert your own locality's crash data here by looking on www.dmvnow.com/highwaysafety and click on "crash data".)

"Seat belt use is just too important to ignore", said (your agency spokesperson) "We want to stress that regularly buckling up works, and we know of too many cases, largely at night, that all too often ends in tragedy." **(Your agency spokesperson)** went on to say, "Our goal is to save more lives, so **(your agency)** will be out enforcing ALL traffic laws including seat belt use around the clock."

Regular seat belt use saves thousands of lives across Virginia each year. National Highway Traffic Safety Administration (NHTSA) statistics show that in 2011 alone, seat belts saved an estimated 272 lives in Virginia. An additional 112 lives could be saved with 100 percent seat belt use.

While this year's *Click It or Ticket* enforcement mobilization runs from May 20-June 2, motorists should know that officers are out enforcing traffic laws, including seat belt laws year-round.

"Those who choose not to obey traffic laws and not to wear a seat belt will feel the heat from our officers who will be out cracking down on violators. Everyone in the vehicle should buckle up every time they go out, both day and night," said **(Your agency spokesperson)**. "Our (officers or deputies) are prepared to ticket anyone who is violating the law and not buckled up...no warnings and no excuses. *Click It or Ticket.*"

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