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[STATE/LOCALITY] Launches *Click It or Ticket* Mobilization  
*Law enforcement to step up safety belt enforcement Nov. 17-30*

From November 17 to 30, 2003, law enforcement officers across/from [Insert STATE/LOCALITY] will be stepping up enforcement of the State's safety belt law by issuing tickets to those who fail to buckle up during the nationwide *Click It or Ticket* mobilization.

The goal of the effort, which will put a special emphasis on teens and young adults, is to boost the State's [insert BELT USE RATE]% safety belt use rate and reduce fatalities. Even though most people buckle up, two-thirds of the motor vehicle occupants killed in crashes last year were unrestrained. Each percentage-point increase in safety belt use nationally represents 270 more lives saved and 4,600 serious injuries prevented annually.

Safety belt use is especially important for teens and young adults. Motor vehicle crashes are the leading cause of death for people age 15 to 34 in the United States.

"We want to warn everyone on the road this November to buckle up – or face a ticket," said [insert SPOKESMAN'S NAME AND TITLE]. "Issuing tickets isn't fun, but it's better than pulling bodies from crash sites. We will be showing zero tolerance for anyone not wearing a safety belt as a way to protect everyone from losing their lives in a crash."

For the past few years, the National Highway Traffic Safety Administration has helped states implement the *Click It or Ticket* program across the country. The efforts use paid advertising and the news media to increase awareness of the law enforcement effort - an approach that has shown impressive results. The 10 states that conducted the most comprehensive *Click It or Ticket* efforts in May 2002 boosted safety belt use by an average of 8.6 percentage points over four weeks.

After major *Click It or Ticket* efforts this past Spring, the national safety belt use rate stood at 79 percent, which represents a 4 percentage point gain over the previous year. Approximately 17 percent of belt nonusers were converted to users during the past year alone, twice the rate seen in previous years.

"We are committed to the Click It or Ticket strategy," said NHTSA Administrator Jeffery Runge. "Tickets are a strong deterrent. Our approach ensures the word gets out that law enforcement is serious. Drivers are warned and belt use rises. The results are meaningful: Fewer deaths on the nation's roads."

More than 12,000 law enforcement agencies in all 50 states, the District of Columbia and Puerto Rico will conduct safety belt checkpoints and other special law enforcement activities as part of the effort.

In [Insert STATE/LOCALITY], law enforcement officers will [insert SPECIFIC ABOUT ENFORCMENT EFFORTS]. Some [insert NUMBER OF AGENCIES] agencies and [insert NUMBER OF OFFICERS] will be involved in the stepped-up enforcement effort.

"High visibility enforcement saves lives," said [insert LOCAL SPOKESMAN]. "Our goal is make sure everyone on the road, whether passenger or driver, knows they are more at risk, not just of getting a ticket, but for suffering a serious injury or death, if they don't buckle up."