



**2023 THANKSGIVING BUCKLE UP CAMPAIGN  
SAMPLE POST-NEWS RELEASE  
ENFORCEMENT VERSION**

**FOR IMMEDIATE RELEASE: [Date]  
CONTACT: [Name, Phone Number, Email Address]**

**Note: Before filling in the names of the organization and organization spokesperson, you MUST contact them for permission to use their names in this press release. Also, you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you issue the press release.**

**Law Enforcement Issued [XX] Tickets During  
*Buckle Up* Thanksgiving Seat Belt Awareness Campaign**

[City, State] – During the Thanksgiving holiday weekend, from [November 22 to November 26], [Local Law Enforcement Agency] participated in the annual *Buckle Up* high-visibility seat belt awareness campaign, writing [XX] citations for seat belt violations in the process. The campaign, which coincided with one of the busiest holiday weekends of the year, was twofold: to combine increased awareness and a zero-tolerance policy on seat belt non-use, and to provide effective communication to drivers on the importance of buckling up.

“Receiving a ticket is a reminder that seat belt use isn’t a suggestion, it’s the law,” said [Local Law Enforcement Official]. “To that end, we felt that this year’s campaign was successful, and I think we got people’s attention by using highly visible enforcement methods. Our goal is a safe community with safe drivers.”

According to the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), during the Thanksgiving holiday weekend in 2021 (6 p.m. on Wednesday, November 24, to 5:59 a.m. on Monday, November 29), there were 361 passenger vehicle occupants killed in traffic crashes across the nation, and half (50%) were unrestrained. Not wearing a seat belt proved to be deadly at any time of the day during the holiday weekend: 52% of those killed in nighttime crashes were unbuckled, and 46% of those killed in daytime crashes also were unbuckled. These deaths represent needless tragedies for families across America and may have been prevented with the simple click of a seat belt.

“The bottom line is that seat belts save lives,” said [Local Law Enforcement Official]. “We’ll continue working to spread the message about the importance of seat belt safety, over the holidays, and every day,” [he/she] said.

For more information about traveling safely this Thanksgiving, please visit [www.nhtsa.gov/risky-driving/seat-belts](http://www.nhtsa.gov/risky-driving/seat-belts).

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