

For Immediate Release:

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Media Advisory:

NDOT Highway Safety Office to Kick Off Fall Seat-Belt Campaign

LINCOLN – On Thursday, Oct. 11, Nebraska Highway Safety Administrator Fred Zwonechek will host a kick-off event to promote increased use of seat belts in Nebraska, especially at night. That is because seven of every 10 unbelted fatalities happen at night.

By wearing seat belts and properly buckling children into age- and size-appropriate car seats and booster seats, people can reduce the risk of serious injury and death in a crash by half. Reducing crash-related injuries and fatalities is significant for many reasons. For every person killed in a crash, eight more were hospitalized and 99 more were treated and released.

According to the most recent statistics, 86 percent of Nebraskans use seat belts, which is less than the national average of 90 percent.

What: Beginning of fall seat-belt campaign by the Nebraska Department of Transportation Highway Safety Office.

When: 10 a.m. on Thursday, Oct. 11

Where: Phillips/Conoco station, 1120 S. Coddington Ave.

Who: Fred Zwonechek will promote the fall seat-belt campaign and related partnerships with area trucking companies and gas stations. A delivery truck wrapped in an image and language supporting seat-belt usage will be on display Thursday. It will be one of 15 wrapped during the seat-belt campaign.

The gas station's pumps also will feature promotional images and language. Fifty area stations will feature gas-pump tops supporting seat-belt usage during the campaign.

#NDOT#