



**2023 CLICK IT OR TICKET CAMPAIGN  
SAMPLE NEWS POST-RELEASE  
PEAK 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.**

**Successful National *Click It or Ticket* Effort:  
[Local area] law enforcement issued [XX] seat belt citations**

[City, State] – [Local Law Enforcement Agency] raised awareness about seat belt safety to area residents during its annual *Click It or Ticket* high-visibility seat belt enforcement campaign, held May 15 through June 4. Law enforcement officers wrote a total of [XX] citations for seat belt violations in the process. The campaign, which coincided with the Memorial Day holiday, combined increased enforcement and a zero-tolerance policy, with effective communication to road users on the importance of seat belt use.

“This year’s *Click It or Ticket* campaign was a major success,” said [Local Law Enforcement Official]. “Through our enforcement efforts, we believe we helped keep community members safe and reminded drivers of the importance of buckling up. Issuing tickets was not our goal, but it was a way to remind people of the importance of such a simple action.”

According to the National Highway Traffic Safety Administration (NHTSA), more than half of the passenger vehicle occupants killed in crashes in 2020 were unrestrained. During this year’s campaign, NHTSA urged law enforcement nationwide to issue seat belt citations to anyone caught in violation of the law – during the day, and especially at night, when 58% of those killed are unrestrained.

The national seat belt use rate in 2021 was 90.4% but only 76.3% in Nebraska. The *Click It or Ticket* campaign is focusing on the remaining 24% who still don’t buckle up. Thousands of lives could be saved each year if every person was properly restrained on the road. Someone is counting on you to Buckle Up!

For more information on the *Click It or Ticket* mobilization, please visit [www.nhtsa.gov/ciot](http://www.nhtsa.gov/ciot).

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