



**2023 CLICK IT OR TICKET CAMPAIGN
SAMPLE NEWS PRE-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.

***Click It or Ticket Campaign Reminds Drivers:
Buckle Up May 15 - June 4, and Every Day***

[City, State] – [State/Local Law Enforcement Organization] is urging drivers to buckle up during the U.S. Department of Transportation’s National Highway Traffic Safety Administration’s (NHTSA) national *Click It or Ticket* high-visibility enforcement effort. The national seat belt campaign, which coincides with the Memorial Day holiday, runs from May 15 to June 4, 2023.

“We want seat belt use to be an automatic habit for drivers and passengers alike,” said [Local/State Law Enforcement Official]. “It’s not just a safe thing to do – someone is counting on you to buckle up. During the *Click It or Ticket* campaign, we’ll be working with our fellow law enforcement officers across local and state lines to ensure the message gets out to drivers and passengers. Buckling up is the simplest thing you can do to limit injury or save your life during a crash. We see the results of not wearing a seat belt all the time. We see the loss of life. So often, it could have been prevented.”

According to NHTSA, in 2020, there were 10,893 unbuckled passenger vehicle occupants killed in crashes in the United States. In that same year, 58% of passenger vehicle occupants killed at night (6 p.m.-5:59 a.m.) were not wearing their seat belts. That’s why one focus of the *Click It or Ticket* campaign is nighttime enforcement. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night. [State/jurisdiction], wants you to come home to your families and loved ones.

“No matter the type of vehicle you’re driving in or the type of road you’re driving on, the safest way to stay safe in case of a vehicle crash is to wear your seat belt,” said [Local/State Law Enforcement Agency Official]. “Unfortunately, many families are suffering because their loved ones refused to follow this simple step. In fact, in 2020, we lost 132 community members in Nebraska because they did not buckle their seat belts.”

NHTSA data shows that seat belt use is higher among females than males. In fact, more than twice as many males were killed in crashes as compared to females in 2020. Of the males



killed in crashes during that same year, more than half (55%) were unrestrained. For females killed in crashes, 43% were not buckled up.

“If the enforcement effort alerts people to the dangers of unrestrained driving, we’ll consider our mission to be a success,” said **[Local/State Law Enforcement Official]**. “If you know a friend or a family member who does not buckle up when they drive, please ask them to consider changing their habits. Help us spread this lifesaving message before one more friend or family member is killed as a result of not buckling up. Seat belts save lives, and everyone – front seat and back, child and adult – needs to remember someone is counting on you to buckle up.”

For more information on the *Click It or Ticket* mobilization, please visit www.nhtsa.gov/ciot.

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