



**2024 THANKSGIVING MAKE IT CLICK CAMPAIGN
SAMPLE NEWS RELEASE**

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.

***Driving Out of Town or Across Town:
Make it Click, Every Trip, Every Time.***

[City, State] – The U.S. Department of Transportation’s National Highway Traffic Safety Administration is working with [Local Organization] to make sure you stay safe on the roads throughout the holiday weekend. Whether you’re driving out of town or just across town to celebrate the Thanksgiving holiday, remember that more drivers will be on the roads than usual. More vehicles on the roads increases the likelihood of a motor vehicle crash. The law enforcement community will be working together to reduce the number of fatalities that occur when vehicle passengers fail to buckle up. *Make it Click. Every Trip. Every Time.*

During the Thanksgiving holiday weekend in 2022 (6 p.m. on Wednesday, November 23, to 5:59 a.m. on Monday, November 28), there were 326 passenger vehicle occupants killed in traffic crashes across the nation, and 43% (141) were unrestrained. Not wearing a seat belt proved to be deadly at any time of the day during the holiday weekend: 47% of those killed in nighttime crashes were unbuckled, and 38% 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 Thanksgiving holiday is the start of a special time of year for many people,” said [Local Official]. “No matter how long or short your drive, it’s critical that drivers and passengers *Buckle Up. Every Trip. Every Time.* We want everyone to have a safe and happy Thanksgiving. Please, make sure everyone in your vehicle is buckled before you ever turn on the car – and that includes children being in the correct car seats, too,” [he/she] said.

For more information about traveling safely this Thanksgiving, please visit www.nhtsa.gov/risky-driving/seat-belts.

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