



**2024 THANKSGIVING BUCKLE UP CAMPAIGN
SAMPLE POST-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.

**Law Enforcement Issued [XX] Tickets During
Make it Click Thanksgiving Seat Belt Enforcement Campaign**

[City, State] – During the Thanksgiving holiday weekend, from [November 23 to December 1], [Local Law Enforcement Agency] participated in the annual *Make it Click* high-visibility seat belt 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 belts are the best defense against impaired, aggressive, and distracted drivers,” 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 National Highway Traffic Safety Administration, 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 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.

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