**2019 CLICK IT OR TICKET CAMPAIGN**

**SAMPLE NEWS POST-RELEASE**

**PEAK VERSION**

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, E-mail 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 Proves successful**

**[Local area] law enforcement wrote [XX] seat belt citations**

**[City, State]**—Our **[Local Law Enforcement Agency]** successfully brought awareness to area residents during its annual *Click It or Ticket* high-visibility seat belt enforcement campaign, held May 20 through June 2. 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, one of the busiest holiday weekends of the year, was twofold: to combine increased enforcement and a zero-tolerance policy, with effective communication to road users on the importance of seat belt use. The campaign commenced with *Border to Border*, a one-day national seat belt awareness event coordinated by participating state highway safety offices and their respective law enforcement liaisons.

“This year’s *Click It or Ticket* campaign was a real 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, nearly half of the passenger vehicle occupants killed in crashes in 2017 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 55 percent of those killed are unrestrained. By adding patrols at night, and training officers on specific techniques to catch nighttime violators, the campaign—and the nighttime focus—was a “major success,” according to **[Local Law Enforcement Official]**.

The national seat belt use rate in 2017 was 89.7 percent. The *Click It or Ticket* campaign is for the remaining 10.3 percent who still don’t buckle up. Thousands of lives could be saved each year if every person was properly restrained on the road.

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

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