**2019 CLICK IT OR TICKET CAMPAIGN**

**SAMPLE NEWS PRE-RELEASE**

**BORDER TO BORDER**

**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.**

**State *Click It or Ticket* Campaign Starts May 20**

**with border to border kickoff event**

**[City, State]**—As an integral part of this year’s national *Click It or Ticket* seat belt campaign, which will take place May 20 through June 2, 2019, **[State/Local Law Enforcement Organization]** will be teaming up with law enforcement nationwide for a *Border to Border* (B2B) kickoff event. The U.S. Department of Transportation’s National Highway Traffic Safety Administration is asking all states to participate in B2B, a one-day national seat belt awareness event on May 20, which is coordinated by participating state highway safety offices and their respective law enforcement liaisons. The B2B program aims to increase law enforcement participation by coordinating highly visible seat belt enforcement and providing seat belt fact sheets for drivers at heavily traveled, highly visible state border checkpoints.

According to NHTSA, in 2017, there were 10,076 unbuckled passenger vehicle occupants killed in crashes in the United States. In that same year, 55 percent 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 and the B2B kickoff event is nighttime enforcement. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night. In **[State/jurisdiction]**, the maximum penalty for a seat belt violation is **[insert details]**.

“The *Border to Border* component of the *Click It or Ticket* campaign is so important because it raises awareness about seat belt safety during the time period when seat belts are least used,” said **[Local/State Law Enforcement Official]**. “With an increased number of cars flooding the streets due to the Memorial Day holiday, it’s imperative we get the word out about the importance of seat belt safety.”

“In 2017, we lost **[insert number of local deaths]** community members because they did not buckle their seat belts,” said **[Local/State Law Enforcement Agency Official]**. Almost twice as many males were killed in crashes as compared to females, with lower belt use rates, too. Of the males killed in crashes in 2017, more than half (51%) were unrestrained. For females killed in crashes, 39 percent were not buckled up.

“If the enforcement crackdown wakes people up 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 this senseless inaction. Seat belts save lives, and everyone—front seat and back, child and adult—needs to remember to buckle up—every trip, every time.”

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

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