**2019 CLICK IT OR TICKET CAMPAIGN**

**SAMPLE NEWS POST-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.**

***border to border* SEAT BELT KICKOFF EVENT**

**A SUCCESS FOR [LOCAL LAW ENFORCEMENT]**

**[City, State]**—**[Local Law Enforcement Agency]** worked across state lines on May 20 in this year’s successful *Border to Border* (B2B) seat belt event, a kickoff for the annual *Click It or Ticket* high-visibility enforcement campaign, held May 20 through June 2. Law enforcement officers wrote a total of **[XX]** citations for seat belt violations in the process, with **[XX]** of those citations occurring during the B2B event. The campaign, which coincided with the busy Memorial Day holiday, 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 B2B event was a one-day national seat belt awareness event 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.

“The *Border to Border* event was a great way to commence the *Click It or Ticket* enforcement period,” said **[Local Law Enforcement Official]**. “It was a wonderful period for our law enforcement community to come together to stress the lifesaving importance of seat belt safety. 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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TP00019i-021219-v1