**Sample News Release**

**For Black History Month**

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**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone, E-mail Address]**

*Note: Before filling in the names of the organization and organization spokesperson(s), you MUST contact them to obtain their permission to use their names in this press release. You must also get their permission for the language used in their quotes, and any changes or additions they may require must be made before distribution of the release.*

**Celebrate Our Community, Our History, and Our Future**

**During Black History Month**

***Buckling Up Can Help Keep Our Families Safe and Healthy… Buckle Up America***

**[City, State]—**During this year’s Black History Month celebrations and observances, **[Local Leader/Organization]** wants to remind African-American families that wearing seat belts can help keep our families healthy and safe. It could be a matter of life or death.

In recent years, we have seen record low fatalities on the nation’s road, but sadly the African-American community is still overrepresented in those numbers. In fact, more than 2,500 African-American passenger vehicle occupants died in motor vehicle crashes in 2008 and 65 percent of those were not wearing their seat belts at the time of the crashes.\*

“Our legacy is one of struggle and sacrifice, and buckling up is one of the easiest things we can do to make sure we are able to pass down our heritage for generations to come,” said [**Local Group leader]**. “Too many African-Americans are dying in motor vehicle crashes and we want everyone to buckle up every trip, every time.”

In 2008, the National Occupant Protection Use Survey\*\* reported 75 percent of Blacks regularly wore their seat belts, falling 8 percentage points below the national average. If these occupants had a seat belt use rate equal to the national average of 83 percent, an additional 161 fatalities and 1,200 serious injuries would have been prevented.

Wearing your seat belt is your best defense against death and injury. In order to prevent unneeded heartache and problems that can result from not buckling up, **[Local Leader/Organization]** reminds everyone to:

* Always properly wear your seat belt;
* Make sure all children are seated in the correct car seats for their size and age; and
* Make sure all children 12 and younger are riding in the back seat and are also buckled up.

Remember, *Buckle Up America* and encourage your loved ones to do the same. You could save their lives.

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