***2017******Click It or Ticket***

**SAMPLE PRE-CAMPAIGN NEWS RELEASE**

**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 to obtain their permission to use their names in this press release, and you must get their approval for the language used in their quotes, and any changes or additions they may require. Only after this is done can you send out the press release.*

***Click It or Ticket* Campaign Starts May 22**

***[Local area] Law Enforcement Will Show Zero Tolerance***

[City, State]—As summer kicks off and families hit the road for vacations, **[local law enforcement agency]** is reminding motorists to *Click It or Ticket*. Aimed at enforcing seat belt use to help keep you and your family safe, the national seat belt campaign will take place May 22 through June 4, concurrent with one of the busiest travel and holiday weekends of the year.

“Our law enforcement personnel see firsthand the loss of life when people refuse to buckle up,” said **[law enforcement agency spokesperson]**. “It’s such a simple thing, and it should be an automatic next step after sitting down in a vehicle.” As the Memorial Day weekend approaches and the summer vacation season ramps up, “We want to keep our community members safe, and make sure people are doing the one thing that can save them in a crash: buckling up. If the enforcement crackdown wakes people up to the dangers of unrestrained driving and gets them to buckle up, we’ll consider it a success.”

According to the National Highway Traffic Safety Administration, nearly half of the 22,441 passenger vehicle occupants killed in crashes in 2015 were unrestrained. At night from 6 p.m. to 5:59 a.m., that number soared to 57 percent of those killed. That’s why one focus of the *Click It or Ticket* campaign 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]**.

“In 2015, we lost **[insert number of local deaths]** community members because they did not buckle their seat belts,” said **[law enforcement agency spokesperson]**. 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 2015, more than half (52%) were unrestrained. For females killed in crashes, 42 percent were not buckled up.

“Did you know someone who was killed in a crash because they did not buckle up?” asked **[local law enforcement official].** “Please, help us spread this life-saving 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](http://www.nhtsa.gov/ciot).

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