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

**SAMPLE POST-CAMPAIGN NEWS RELEASE**

**FOR IMMEDIATE RELEASE: [Date]**

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***Click It or Ticket* Campaign Reminds People to**

**Buckle Up for Safety!**

***[Local area] Law Enforcement Wrote [XX] Seat Belt Citations***

[City, State]—Between May 22 and June 4, **[Local law enforcement agency]** participated in the annual *Click It or Ticket* high-visibility seat belt enforcement campaign, successfully bringing awareness to area residents and writing **[XX]** citations for seat belt violations in the process. The campaign, which coincided with one of the busiest holiday weekends of the year, was twofold: combine increased enforcement and a zero-tolerance policy with effective communication to road users on the importance of seat belt use.

“It was a successful campaign this year, and we believe through our enforcement efforts, we helped save lives,” said **[local law enforcement official]**. “We know for a fact that seat belts save lives in motor vehicle crashes, and I think we got people’s attention by using highly visible enforcement methods. 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 22,441 passenger vehicle occupants killed in crashes in 2015 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 57 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 is currently at 88.5 percent, according to NHTSA’s 2015 data. The *Click It or Ticket* campaign is for the remaining 11.5 percent—some 37 million people 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](http://www.nhtsa.gov/ciot).

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