**2021 Sample PRE Campaign release**

**FOR IMMEDIATE RELEASE: [Date]**

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 **[LE Agency] to participate in ‘Click It or Ticket’ enforcement campaign**

*Motorists reminded to buckle up, enforcement heightened May 24 – June 6*

**[City, KY]** – As we approach the Memorial Day holiday, **[law enforcement agency]** is joining the Kentucky Office of Highway Safety (KOHS) in reminding motorists to Click It or Ticket. The annual campaign is part of the National Highway Traffic Safety Administration’s (NHTSA) high-visibility enforcement effort that runs May 24 – June 6.

“We see firsthand severe injuries or loss of life when adults do not wear a seat belt or children are not properly restrained in a child seat or booster,” said **[law enforcement official]**. “Our hope is that buckling up becomes the automatic first step for everyone when entering a vehicle.”

The campaign helps increase seat belt enforcement with traffic safety checkpoints and saturation patrols. **[Insert local information if applicable].**

According to the KOHS, of the 783 roadway deaths last year in Kentucky, 597 were occupants of motor vehicles. Of those killed in motor vehicle crashes, 342 were not wearing a seat belt, car seat or booster seat. Six of the 342 were children age nine and under, four of which were improperly restrained.

“Please help us spread this life-saving message,” said **[law enforcement official]. “**The two-seconds it takes to buckle up is the simplest thing you can do to prevent injury or death in a crash, especially at night.”

**[LE Agency]** recently participated in the KOHS Click It or Ticket “Local Heroes” initiative, utilizing actual officers, deputies and Troopers in localized public service announcements in counties with low seat belt usage rates. The county-specific PSAs will air during the Click It or Ticket campaign on television, radio, and digital/online streaming services. You may view our county PSA here **[link to LE agency social media post with video].**

According to NHTSA, more than half of those killed at night are unrestrained. In Kentucky last year, 261 roadway deaths occurred at night. Of those, 162 were unrestrained.

“If the enforcement crackdown increases awareness of the dangers of driving or riding unrestrained, we’ll consider it a success,” said **[law enforcement official]**. “Seat belts, child seats and boosters save lives, and everyone—front seat and back, child and adult —must buckle up, day and night.”

Also according to NHTSA, when worn correctly, seat belts reduce the risk of death by 45 percent for front-seat vehicle occupants and by 60 percent for pickup truck, SUV and minivan occupants. Additionally, child seats are 71 percent effective in reducing infant deaths, 54 percent effective in reducing toddler deaths and 67 percent effective in reducing the need for hospitalization. For older children, the use of belt-positioning booster seats lowers the risk of injury to children in crashes by 59 percent compared with the use of vehicle seat belts.

For additional information on seat belts, visit <https://www.nhtsa.gov/risky-driving/seat-belts>. For additional information on child seats and boosters, visit <https://www.nhtsa.gov/equipment/car-seats-and-booster-seats>.

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