**Sample POST Campaign release**

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, E-mail address]**

**Click It or Ticket campaign reminds people to**

**buckle up for safety!**

**[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.”

Of the 834 highway fatalities last year in Kentucky, 50.9 percent were not wearing a seat belt.

**[Insert local numbers]**

“Issuing tickets was not our goal, but it was a way to remind people of the importance of such a simple action,” said **[local law enforcement official]**. “Believe me – we would much rather write a seat belt citation than make a death notification.”

Kentucky’s seat belt usage rate increased with the passage of the primary law from 67.2 percent in 2006 to 86.5 percent in 2016. However, that is still below the national usage rate of 90.1 percent.

For more on the national Click It or Ticketmobilization, please visit [www.nhtsa.gov/ciot](http://www.nhtsa.gov/ciot).

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