**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, Email Address]**

**Successful National *Click It or Ticket* Effort:**

 **[Local area] law enforcement wrote [XX] seat belt citations**

**[City, State]** —The U.S. Department of Transportation’s National Highway Traffic Safety Administration raised awareness about seat belt safety to area residents during the *Click It or Ticket* high-visibility seat belt enforcement campaign, held May 19 through June 1. Law enforcement officers wrote a total of **[XX]** citations for seat belt violations in the process. The campaign, which coincided with the Memorial Day holiday, was twofold: to combine increased enforcement and a zero-tolerance policy, with effective communication to road users on the importance of seat belt use.

“This year’s *Click It or Ticket* campaign was a major success,” said **[Local Law Enforcement Official]**. “Through our enforcement efforts, we believe we helped keep community members safe and reminded all drivers and passengers of the importance of buckling up. Issuing tickets was not our goal, but it was a way to remind people of the importance of such a simple action.”

The national seat belt daytime use rate in 2023 was 91.9%. The *Click It or Ticket* campaign is focusing on the remaining 8.1% who still don’t buckle up. Thousands of lives could be saved each year if every person was properly restrained on the road. According to NHTSA, 50% of the passenger vehicle occupants killed in crashes in 2022 were unrestrained.

For more information on the *Click It or Ticket* campaign, please visit [NHTSA.gov/ClickIt](http://www.nhtsa.gov/clickit).

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