FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email Address]

**Law Enforcement Issued [XX] Tickets During**

***Click It or Ticket* Thanksgiving Seat Belt Enforcement Campaign**

**[City, State]**  — During the Thanksgiving holiday weekend, **[Local Law Enforcement Agency]** participated in the annual *Click It or Ticket* high-visibility seat belt enforcement campaign, 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: to combine increased awareness and a zero-tolerance policy on seat belt non-use, and to provide effective communication to drivers on the importance of buckling up in every seating position.

“We issue tickets to remind drivers and passengers that seat belt use isn’t a suggestion, it’s the law,” said **[Local Law Enforcement Official]**. “To that end, we felt that this year’s campaign was successful, and I think we got people’s attention by using increased police presence. Our goal is a safe community with safe drivers.”

According to the National Highway Traffic Safety Administration, during the Thanksgiving holiday weekend in 2023 (6 p.m. on Wednesday, November 22, to 5:59 a.m. on Monday, November 27), there were 309 passenger vehicle occupants killed in traffic crashes across the nation, and 44% (135) were unrestrained. Not wearing a seat belt proved to be deadly at any time of the day during the holiday weekend: 47% of those killed in nighttime crashes were unbuckled, and 38% of those killed in daytime crashes also were unbuckled. These deaths represent needless tragedies for families across America and may have been prevented with the simple click of a seat belt.

“Seat belts save lives, period,” said **[Local Law Enforcement Official]**. “We’ll continue working to spread the message about the importance of seat belt safety, over the holidays, and every day**,” [he/she]** said.

For more information about traveling safely this Thanksgiving, please visit [www.nhtsa.gov/SeatBelts](http://www.nhtsa.gov/SeatBelts).

###