FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email Address]

**NHTSA Reminds Drivers:  
*Buckle Up. Every Trip. Every Time.***

**[City, State]**  — The U.S. Department of Transportation’s National Highway Traffic Safety Administration is working to make sure everyone stays safe on the roads throughout the long Thanksgiving weekend. Whether driving cross country or just across town to celebrate the holiday, everyone in a vehicle should *Buckle Up. Every Trip. Every Time.* In addition to being required by law, buckling up is the best defense against injury or death in a crash.

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.

Riding without a seat belt is illegal and dangerous. In 2023, nearly 50% of all people killed in a vehicle crash were not buckled. Drivers should ensure that they and all passengers are buckled before the vehicle ever leaves its parking spot. Buckling the seat belt is the single most effective thing anyone can do to stay safe in the event of a crash.

“The Thanksgiving holiday is the start of a special time of year for so many people,” said **[Local Official]**. “No matter how long or short your drive, it’s critical that drivers and passengers *Buckle Up. Every Trip. Every Time.* We want everyone to have a safe and happy Thanksgiving. Please, make sure everyone in your vehicle is buckled before you ever turn on the car — and that includes children being in the correct car seats, too,” **[he/she]** said.

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

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