**FOR IMMEDIATE RELEASE: [Date]**

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***Click It or Ticket* safety campaign reminds drivers and passengers to buckle up**

**[City, State]** — **[Law enforcement agency]** will join law enforcement agencies across the state and nation to promote seat belt use and remind drivers of the lifesaving benefits of buckling up. The *Click It or Ticket* seat belt safety campaign runs from May 19-June 1 this year.

“Buckling up is a simple action drivers and passengers can do to stay safe on the road,” **[Law enforcement agency]** said. “Wearing a seat belt is one of the most effective ways to reduce injuries and save lives during a crash. During the *Click It or Ticket* campaign, we join officers throughout the state stepping up seat belt enforcement and education to prevent tragedies on our roads.”

Fewer motorists buckled up in 2024 compared to the previous year. A survey taken in 2024 reported that approximately 89% of Wisconsin motorists wear seat belts. The *Click It or Ticket* campaign aims to improve this percentage and encourage more motorists to buckle up.

Wisconsin’s primary seat belt law allows law enforcement to stop and cite motorists for failing to wear a seat belt. Penalties are higher for transporting unrestrained children and passengers can also be cited. Failure to fasten a seat belt is among the most common traffic violations in Wisconsin.

One focus of the *Click It or Ticket* campaign is nighttime enforcement. According to the National Highway Traffic Safety Administration, a higher number of unrestrained passenger vehicle occupant fatalities happen at night. In 2023, 56% of passenger vehicle occupants killed at night, between 6 p.m. and 5:59 a.m., were not wearing their seat belts.

“Seat belts save lives, and everyone — front seat and back, child and adult — should make buckling up a habit,” **[Law enforcement agency]** said. “Traveling on the road without a seat belt is dangerous. We are asking friends and family to remind each other to buckle up and help us keep the roads safe.”

The *Click It or Ticket* campaign coincides with the Memorial Day holiday weekend, which is the first long holiday weekend of summer. The roads are especially busy during this season, so officers will be out encouraging motorist to wear their seat belts.

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

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