

**FOR IMMEDIATE RELEASE: Date**  
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## **SAVE THE BELT UNBUCKLING FOR WHEN YOU PASS OUT ON THE COUCH**

[*City, State*] – Police and safety officials in (*state/city/county*) are warning citizens to make sure they buckle their seat belts over the Thanksgiving Day holiday period or run the risk of getting a ticket.

“Many of us over-indulge in holiday goodies and loosen our belts a little after dinner,” said (**name, affiliation**). “But remember, save the belt unbuckling for when you pass out on the couch. The potential consequences of riding without a seat belt are just too great. Not only will you avoid a \$45 ticket, you may also avoid losing your life.”

While seat belt use is at a record high of 89.2% in Utah, nearly 300,000 motorists still fail to buckle up when they get in a motor vehicle on our roadways. According to Utah crash statistics, unbuckled motorists in crashes were 32 times more likely to die than those who were buckled up (*2009 Utah Crash Summary*).

Seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes, according to the National Highway Traffic Safety Administration. Research has shown that when lap and shoulder belts are used properly, the risk of fatal injury to front seat passenger car occupants is reduced by 45 percent, and the risk of moderate to serious injury is reduced by 50 percent.

“Whether you’re going across town or across the state this Thanksgiving, make sure you and everyone riding with you are wearing their seat belts,” said (**name, affiliation**). “You may be enjoying the Holiday, but rest assured that police will be out in force as part of this year’s *Click It or Ticket* campaign, making sure your road trip is as safe as it can be.”

For safety’s sake, protect your families and encourage everyone to drive safely, slow down, designate a non-drinking driver, and *Buckle up. Every trip. Every time.*

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