



## PRESS RELEASE

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- I. DATE OF PRESS RELEASE: November 1, 2011
- II. ANNOUNCEMENT: Click It or Ticket Campaign
- III. FACTUAL INFORMATION:

It only takes two seconds to buckle up. Two seconds! And those two seconds could literally save your life or someone you care about. Buckling up will also keep you from getting an expensive ticket.

Livermore Police Officers will be citing drivers and passengers who neglect to wear their safety belts during the "Click It or Ticket" seat belt enforcement campaign that runs from November 18<sup>th</sup> through November 27<sup>th</sup>. Officers will also be focusing on passengers in the back seat who are usually children. These children are often helpless, dependent passengers, counting on the adults for their safe travel. The other focus will be nighttime drivers. Because nighttime passenger vehicle occupants are among those least likely to buckle up and most likely to die in crashes when unrestrained, nighttime enforcement has become a priority of the *Click It or Ticket* mobilization. Nationwide, of those who died in nighttime crashes in 2009, nearly two-thirds (62 percent) were not wearing seat belts at the time of their fatal crashes.

"Click It or Ticket" debuted in California in 2005, and since then the state's seat belt use rate has increased from 92.5 percent in 2005 to a record high of 96.2 percent in 2010, representing over 1.25 million more vehicle occupants who have started buckling up.

Properly restrained drivers, passengers and children have a 50 percent better chance of surviving a crash than unbelted occupants. Those ejected from vehicles in crashes or roll-overs are up to 35 times more likely to die than restrained occupants. In 2009 alone, seat belts saved approximately 12,713 lives nationwide. In California, it is estimated that 320 people who were killed in 2009 would be alive today if they had been wearing seat belts.

The minimum ticket cost of an adult seat belt violation in California is \$142 and higher up, and a minimum of \$445 for not properly restraining a child under 16. If the parent is not in the car, the driver gets the ticket.

Starting January 1, 2012, a new California law states all children under 8 years old must be in the back seat in a child restraint. So when you load up the family for a road trip or just a trip around the corner, remember to buckle up.

For more information on the new law please contact Officer Traci Rebiejo (925) 580-9665

- IV. CONTACT PERSON: PIO Officer Traci Rebiejo
- PHONE NUMBER: (925) 580-9665