

Brian Sandoval
Governor



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Trooper Chuck Allen
Public Information Officer
Nevada Highway Patrol-Northern Command
(775) 230-4921
callen@dps.state.nv.us

Media Advisory

2011 Northern Nevada "Click It or Ticket" News Conference

The annual two-week long "Click it or Ticket" seat belt awareness and enforcement campaign is planned for May 23-June 5, 2011. State troopers, sheriff's deputies, and police officers around the State will be placing a high priority on this vital traffic safety law. With the 3-day Memorial Day holiday weekend quickly approaching, or the unofficial start of the summer season, more and more traffic is anticipated on our roads and highways.

The theme for this year's campaign is simple: "We want every single motorist to buckle up each and every trip day or night." It only takes two seconds to buckle a seat belt and this injury-reducing and life-saving task should be an automatic practice for everyone riding inside a motor vehicle. For this year's press conference, we have invited more organizations to attend this event in an effort to show our community what we in the public safety profession often visualize and experience at fatal car crash scenes. Although all crashes are considered unplanned events, the serious injury and fatal car crashes that we investigate are preventable, and do affect many lives beyond the crash victim.

Although recent surveys have indicated that 93 percent of all motorists in Nevada were wearing a seat belt in 2010, that still leaves approximately 180,000 Nevadans unrestrained in motor vehicles. Another disturbing fact is that nearly 50 percent of the fatalities in automobile crashes in Nevada last year were not wearing seat belts.

Press conference details:

When: Thursday, May 19th, 2011, at 11:00 a.m.

Who: Nevada Office of Traffic Safety, several northern Nevada law enforcement agencies, REMSA, NDOT, RTC, Washoe County Medical Examiner's Office, Walton's Funerals & Cremations, Auto Guardian, and a crash victim & toddler who were both properly restrained.

Where: Grand Sierra Resort parking lot (west side) at the base of the large digital sign.

Note: To get to the parking lot, drive thru the valet area and down the ramp to the large sign. Individual interviews and agency ride-along opportunities will be available that morning too.

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