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November 10, 2011

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## Media Advisory

### ***State Agencies to Team Up and Host a Traffic Safety Media Conference***



With several holidays approaching the end of the year and winter-like driving conditions anticipated over the next several months, the Nevada Departments of Transportation, Motor Vehicles and Public Safety will be hosting a traffic safety and winter driving media conference on Monday, November 14<sup>th</sup>, in Sparks.

Additionally, the two-week long "Click it or Ticket" seat belt awareness and enforcement campaign begins Monday, November 14<sup>th</sup>, and will continue through Sunday of the Thanksgiving holiday weekend. Police officers, deputies and state troopers from around the state will be focusing their attention on this vitally important life-saving and injury-reducing traffic law. Although over 94 percent of motorists were observed during a recent survey to have been compliant with using their seat belt during the daylight hours, as many as 50 percent of the fatality crash victims killed over the past year were unrestrained in highway-related crashes.\*

Our intent on Monday is to talk about and provide information on the following topics:

- Click it or Ticket
- Winter driving safety tips
- Distracted driving to include the new hand held cell phone law
- The five critical emphasis areas of Nevada's Zero Fatalities traffic safety goal to include seat belts, lane departures, impaired driving, pedestrians and intersections
- Safety concerning snow plows

Additionally, we will have a demonstration with the Seat Belt Convincer trailer and the Fatal Vision® or DUI goggles.

**When:** Monday, November 14<sup>th</sup>, 2011

**Where:** Nevada Departments of Transportation, District 2 Headquarters, 310 Galletti Way, Sparks

**Time:** 11:00 am

\* Nevada Highway Patrol Safe Stat reports

