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Media Release

Northern Nevada 2012 “Click it or Ticket” News Conference

The annual nationwide “Click it or Ticket” seat belt awareness and enforcement campaign is planned for May 21- June 3, 2012. During this two-week timeframe, state troopers, sheriffs’ deputies, and police officers will be joining forces and placing a high priority on this vitally important traffic law. With the upcoming 3-day Memorial Day weekend quickly approaching, larger volumes of traffic are anticipated on our roads and highways and we want every motorist to know the importance of buckling up while driving or riding in a motor vehicle. In an effort to create additional awareness for the annual May enforcement mobilization campaign effort, as well as remind motorists to always buckle-up, there will be a press conference this Thursday morning in Reno.

The theme for this year’s campaign is simple: *“Always focus on your driving and be certain that everyone riding in the vehicle is buckled up every trip, every time.”* 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 will have several guest speakers providing a safety, educational or awareness message. Additionally, there will be a testimonial from a young couple who will share their story about the uncertainty of distracted driving and how seat belts reduced their injuries and ultimately saved their lives when they were on a vacation with their children almost two years ago.

Although recent surveys have indicated that approximately 94 percent of all motorists in Nevada were wearing a seat belt in 2011, that still leaves approximately 180,000 Nevadans unrestrained in motor vehicles. Another disturbing fact is that nearly 50 percent of the 61 fatalities this year in automobile crashes in Nevada were not wearing seat belts*. (*Nevada Office of Traffic Safety)

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Press conference details:

When: Thursday, May 17th, 2012, at 11:00 a.m.

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

Who: Nevada Office of Traffic Safety, several northern Nevada law enforcement agencies, California Highway Patrol, Reno Fire Department, REMSA, NDOT, and Chris and Lea Pope of Reno to share their testimonial when seat belts saved their lives.

What: There will be a demonstration of a mock crash victim being assisted out of a crashed vehicle as well.



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