

Brian Sandoval
Governor



Chris Perry
Director

Troy L. Abney
Chief
Nevada Highway Patrol

May 14, 2013

Trooper Chuck Allen
Nevada Highway Patrol – Northern Command
Public Information Officer
callen@dps.state.nv.us
775-689-4680 or 775-230-4921

Media Release

Annual May “Click it or Ticket” Seat Belt News Conference in Reno

The annual statewide “Click it or Ticket” seat belt awareness and enforcement campaign is planned for May 18 through June 2, 2013. During this two-week timeframe, state troopers, sheriff’s deputies, and police officers from around the Silver State will be *joining forces* and placing a high priority on this vitally important traffic law.

With the upcoming three-day Memorial Day weekend quickly approaching, larger volumes of traffic are anticipated on our highways and we want every motorist to know the importance of buckling up while driving or riding in a motor vehicle.

Last year in Nevada there were 234 fatality crashes resulting in a total of 257 traffic-related deaths. The Nevada Highway Patrol investigated 92 of those tragic events where a total of 113 motorists were killed. 39 of those highway deaths involved drivers and passengers who were not wearing a seat belt.

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. Part of this year’s news conference will include a demonstration with the Seat Belt Convincer trailer. This piece of equipment allows those who ride it to experience a 4-5 mph crash and the primary purpose is to “convince” motorists to always buckle up when riding in a motor vehicle.

Funding for this traffic safety initiative was secured by the Nevada Office of Traffic Safety as part of the federally funded “*Joining Forces*” grant from the National Highway Traffic Safety Administration (NHTSA).

What: “Click it or Ticket” news conference

Who: Area law enforcement agencies

When: Thursday, May 16

Where: Grand Sierra Resort parking lot (southwest corner near the Reno Fire Dept building)

Time: 9:00 am



#####

