



# CHRISTIANSBURG POLICE DEPARTMENT

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**\*\*\*\*\*FOR IMMEDIATE PRESS RELEASE\*\*\*\*\***

## **Christiansburg Police Will Enforce ‘Click It or Ticket’ Campaign this Thanksgiving Holiday**

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(Christiansburg, VA) - The Christiansburg Police Department is reminding drivers and passengers to buckle up this Thanksgiving holiday.

“Whether you’re going across town or across the state this Thanksgiving, make sure you and everyone riding with you are wearing their seat belts,” said Major Dalton Reid. “You may be enjoying the holiday, but rest assured that police will be out in force as part of this year’s *Click It or Ticket* campaign, making sure your road trip is as safe as it can be.”

This year’s *Click it or Ticket* campaign will run throughout the five day holiday period, starting on Wednesday and running through Sunday night.

According to the latest data from the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), more than 23,000 passenger vehicle occupants died in motor vehicle traffic crashes in 2009 across the nation, and almost half (11,512) were not wearing seat belts. Nationally, during the Thanksgiving holiday period in 2009, the latest year for which data are available, 303 passenger vehicle occupants died in vehicle crashes, including 115 during daylight hours.

“Fastening a seat belt takes only a second or two, and costs you nothing. Not wearing a seat belt, especially during this Thanksgiving period, will definitely cost you a ticket at the very least, and maybe even your life,” said Major Reid.

Seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes, according to NHTSA. Research has shown that when lap and shoulder belts are used properly, the risk of fatal injury to front seat passenger car occupants is reduced by 45 percent, and the risk of moderate to serious injury is reduced by 50 percent.

For more information about the *Click it or Ticket* campaign for highway safety during Thanksgiving, please visit [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov).

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