



CHRISTIANSBURG POLICE DEPARTMENT

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

Click It or Ticket Blitz Coming

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A statewide Click It or Ticket campaign is fast approaching and the Christiansburg Police Department is advising motorists and their passengers to buckle up.

The Click It or Ticket enforcement period will begin May 23rd and continue through June 6, 2010.

On May 28th Christiansburg officers will be specifically targeting high traffic volume areas on Route 460 and Route 11 as part of their Blitz Program.

The goal of the Blitz Program is not to write tickets, but rather to increase seatbelt usage rates.

Major Dalton Reid stressed the importance of always wearing a seatbelt, saying “Wearing seatbelts gives a much greater chance of escaping a crash without serious injury or worse, this is why a zero tolerance approach is so critical in our traffic safety goals.”

According to Reid, the state saw a large decline in fatalities related to motor vehicle crashes last year. He said so far 2010 is shaping up to be the same.

In addition to helping keep people safe, wearing a seatbelt is state law for both front and backseat passengers.

And efforts to get people to buckle up seem to be working.

Christiansburg has a seatbelt usage rate of 89%, well over the state average of about 82%.

“But we’ll continue to strive for 100%,” said Reid.

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