



# CHRISTIANSBURG POLICE DEPARTMENT

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

### **Christiansburg Police Kick Off Annual *Click It or Ticket* Campaign With Car Seat Checkpoint**

Date: 5/19/2016

(Christiansburg, Virginia) – The Christiansburg Police Department will hold a child safety seat inspection event at the Christiansburg Kroger on May 20 as the department kicks off the national *Click It or Ticket* enforcement mobilization.

The *Click It or Ticket* campaign, which runs from May 23 to June 5, is a national effort to save lives through increased seat belt use. This enforcement period comes ahead of the Memorial Day holiday, one of the busiest travel weekends of the year.

On Friday, May 20, Christiansburg police will be at the Christiansburg Kroger – 555 North Franklin Street – from 2 to 6 p.m. to provide guidance on proper child restraint use and installation. From May 23 to June 5, Christiansburg police will have extra officers on patrol to bring increased awareness to the national *Click It or Ticket* campaign.

Last year, the Christiansburg Police Department was recognized by the DMV Highway Safety Office for having the highest seat belt use among agencies of similar size in Virginia during the May 2015 *Click It or Ticket* mobilization. In 2015, Virginia's safety belt compliance rate was 80.9 percent, while Christiansburg's was 96 percent.

The Christiansburg Police Department, along with the DMV Highway Safety Office, encourages everyone on the road to wear their seat belts during every trip, day and night. Seat belts are the single most effective traffic safety device for preventing death during a crash and are the best defense against impaired, aggressive and distracted drivers.

Virginia law requires all front seat occupants of motor vehicles be restrained, and any passenger from birth to 18 years old be properly restrained in an appropriate child safety seat or seat belt. Virginia law also requires that rear-facing child restraint devices be placed in the back seat of a vehicle.

There were 310 unrestrained fatalities in Virginia last year, out of the 753 total traffic fatalities. In Montgomery County alone, there were four unrestrained fatalities and 48 unrestrained injuries in 2015, according to the DMV (**report attached**).

Virginia's safety belt compliance rate was 77.3 percent in 2014, 79.7 percent in 2013 and 78.4 percent in 2012. Nationally, while 88.5 percent of passenger vehicle occupants buckled up in 2015, almost 50 percent of occupants of fatal crashes nationwide are not restrained, according to the National Highway Traffic Safety Administration.

Remember, click it or ticket!

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