

**Office of the City Manager
News Release**



FOR IMMEDIATE RELEASE

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CITY COUNCIL**

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Boulder City Police Remind You to *Click It Or Ticket*

BOULDER CITY – Before you move your car, be sure everyone is wearing a seatbelt. Boulder City Police are reminding all drivers of the importance of seat belt use. The annual campaign is part of the U.S. Department of Transportation’s National Highway Traffic Safety Administration’s (NHTSA) national Click It or Ticket high-visibility enforcement effort that runs from May 20 to June 2, 2019. Aimed at enforcing seat belt use to help keep families safe, the national seat belt campaign runs during one of the nation’s busiest travel seasons.

Since the opening of I-11 in August 2018, Boulder City has seen an increase in the number of speeders but also in seat belt violations. “During the Click It or Ticket campaign, we’ll be working with our fellow law enforcement officers across local and state lines to ensure the message gets out to drivers and passengers,” said Chief Tim Shea. “We cannot overstate the importance of wearing a seat belt. It’s the law, but it’s more than that: buckling up is the simplest thing you can do to limit injury or save your life during a crash. We see the results of not wearing a seat belt all the time. We see the loss of life. So often, it could have been prevented with the simple click of a seat belt.”

For this year’s Click It or Ticket seat belt mobilization effort, NHTSA is asking all states to participate in the kickoff event, Border to Border (B2B), a one-day national seat belt awareness event on May 20 that is coordinated by participating state highway safety offices and their respective law enforcement liaisons. The B2B program aims to increase law enforcement participation by coordinating highly visible seat belt enforcement and providing seat belt fact sheets for drivers at heavily traveled, highly visible state border checkpoints.

According to NHTSA, in 2017, there were 10,076 unbuckled passenger vehicle occupants killed in crashes in the United States. In that same year, 55 percent of passenger vehicle occupants killed at night (6 p.m.–5:59 a.m.) were not wearing their seat belts. That’s why one focus of the Click It or Ticket campaign is nighttime enforcement. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night. In [State/jurisdiction], the maximum penalty for a seat belt violation is [insert details].

For more information on the Click It or Ticket mobilization, please visit www.nhtsa.gov/ciot.

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