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**FOR IMMEDIATE RELEASE**

Enter First Name, Last Name, Email, Phone Enter Month, Day, 2023

**“Click It or Ticket” Campaign Reminds Californians
to Always Wear Their Seat Belt**

*Seat Belt Safety Campaign Runs Through Memorial Day*

Enter Your City, Calif. – Enter Agency Name reminds everyone taking a trip to visit friends or family over the Memorial Day Weekend to always buckle up and keep children in child safety seats.

This year’s *Click It or Ticket* campaign is from May 22-June 4. During this time, the Enter Agency Name will have additional officers on patrol actively looking for drivers and passengers who are not wearing a seat belt. This includes vehicles where children are not secured in child safety seats.

“Wearing a seat belt should be an automatic for all drivers and passengers,” Agency Name, Title or Rank, First and last name said. “It’s the safe thing to do, especially when it comes to securing children in child safety seats.”

According to the National Highway Traffic Safety Administration (NHTSA), nearly 12,000 people killed in crashes throughout the country in 2021 were not wearing seat belts. In California, 756 people killed in crashes in 2020 were not wearing seat belts, or nearly 20 percent of all traffic deaths statewide.

California law requires a child to be secured in a safety or booster seat until they are at least 8 years old or at least 4 feet, 9 inches tall. Children under the age of 2 must ride in a rear-facing seat unless the child weighs 40 or more pounds or is 40 or more inches tall.

Delete if not applicable Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

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