SUBJECT: UFPD Kicks Off “Click It or Ticket” Campaign
CR# N/A
DATE OF INCIDENT: Monday, November 14, 2011 through Sunday, November 27, 2011
DATE OF RELEASE: Thursday, November 10, 2011

NARRATIVE:

It’s a simple fact: Safety belts save lives. Most of those who die on Florida’s roadways are not buckled up. With the busy holiday season quickly approaching, law enforcement agencies across Florida are launching the “Click It or Ticket” campaign designed to crackdown on unbuckled drivers and passengers.

Click It or Ticket’s two-pronged approach – enforcement plus awareness – has made it the most successful safety belt campaign to date. Safety belt use in Florida has continued to increase in the state since the campaign was first introduced. But Click It or Ticket’s work is not done. Far too many Floridians still do not buckle up and each year that translates into unnecessary fatalities.

Click It or Ticket is a cooperative effort of The Florida Department of Transportation, the National Highway Traffic Safety Administration, and law enforcement agencies across the state.

During the “Click It or Ticket” enforcement wave, state and local law enforcement throughout Florida will show zero tolerance for motorists who fail to use their safety belts. Not wearing a safety belt is a primary traffic violation meaning if you are stopped, you will likely receive a ticket.

Remember, if you’re driving on campus or any other roadway……….
For questions regarding information contained in this release, please contact Major Brad Barber at 273-3309 or after hours at 392-1111 (#UFPD (#8373). I can also be reached via e-mail at wbarber@ufl.edu or see the UFPD webpage at http://www.police.ufl.edu/

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