



**FOR IMMEDIATE RELEASE**  
**City of Duluth Police Department**

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218-390-2232



**DATE: 10/03/2013**  
**NATURE OF INCIDENT: "Click It or Ticket" Enhanced Seatbelt Enforcement**  
**CASE NO.:**  
**INCIDENT DATE :10/04/2013**  
**INCIDENT TIME:**  
**INCIDENT LOCATION: Duluth and Surrounding Area**  
**SUBJECT: "Click It or Ticket" Enhanced Seatbelt Enforcement**  
**BY: DPD Public Information Officer Jim Hansen (218) 390-2232**

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**The Duluth Police Department, St. Louis County Sheriff's Office, Hermantown Police Department, Proctor Police Department, Floodwood Police Department, UMD Police Department and the Minnesota State Patrol will be partnering in Enhanced Seatbelt Enforcement in a statewide *Click It or Ticket* campaign beginning Friday, October 4<sup>th</sup>, 2013 through 2013. Our local agencies are among the nearly 400 Minnesota agencies increasing patrols to encourage motorists to buckle up.**

**In the last three years on Minnesota roads (2010-2012), there were 852 motorist traffic deaths, of which 361 (42 percent) were not buckled up. Of those 361 killed, 42 percent were motorists ages 16–29, according to the Minnesota Department of Public Safety Office of Traffic Safety.**

**In Minnesota, drivers and all passengers - including the back seat - must be buckled up. Law enforcement will stop and ticket unbelted drivers and passengers.**

**Buckle up and speak up - encourage everyone in the vehicle to belt up.**

**Make sure children are riding the right car seat for their age and size. Booster seats are the law for kids: Use a booster once the child has outgrown a forward-facing restraint and its safest kids use boosters until they are 4'9" tall, or at least age 8.**

**Check out the link to watch "Heights" - a buckle up TV PSA that compares crashing with no seat belt at 60 mph with no belt = to falling from 12 stories high:**

**<http://rockthebelt.org/clickit/>.**

**We want motorists to be the true enforcers of the law and speak up to remind others to belt up. We don't want to write tickets - we ask that you enforce the law in your vehicle. Insist that everyone buckles up. Use your voice and speak up every time you ride with friends.**

**Toward Zero Deaths**

**The *Click It or Ticket* seat belt enforcement and education is a component of the state's**

*Toward Zero Deaths (TZD) initiative. A primary vision of the TZD program is to create a safe driving culture in Minnesota in which motorists support a goal of zero road fatalities by practicing and promoting safe and smart driving behavior. TZD focuses on the application of four strategic areas to reduce crashes - education, enforcement, engineering and emergency trauma response.*

