



University of Central Arkansas Police Department

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NEWS RELEASE

Click It or Ticket

FOR IMMEDIATE RELEASE

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UCAPD Joins *Click It or Ticket* 2010 to Reduce Crash Deaths Motorists Face Stepped Up Enforcement

UCA Conway, AR – In 2008, 12,671 passenger vehicle occupants died in motor vehicle crashes nationwide between the nighttime hours of 6 p.m. and 5:59 a.m., according to the National Highway Traffic Safety Administration. Nearly two-thirds (64%) of those who died were not wearing their seat belts at the time of the crashes, compared to less than half (45%) of the passenger vehicle occupants killed during the daytime hours of 6 a.m. to 5:59 p.m.

“Nighttime drivers and passengers continue to be among those least likely to wear seat belts. Consequently, they are also among those most likely to die in motor vehicle crashes. That’s why UCA Police Department is supporting enhanced nighttime enforcement of belt laws during the May 24–June 6, 2010, *Click It or Ticket* campaign,” said Lt. Rhonda Swindle.

UCA Police Department joins hundreds of law enforcement officials, highway safety representatives and safety advocates nationwide who have vowed support of the annual mobilization. High-visibility enforcement such as the *Click It or Ticket* mobilization is credited with increasing the national belt usage rate from 58 percent in 1994 to an observed usage rate of 84 percent in 2009. And belt use saves thousands of lives each year across America.

“Local motorists should be prepared for stepped up *Click It or Ticket* activities that will take place around the clock. If law enforcement finds you on the road unbuckled anytime or anywhere, you can expect to get a ticket — not a warning. No excuses and no exceptions,” said Lt. Rhonda Swindle.

Remember this May 24 to June 6, 2010: It’s *Click It or Ticket*. Buckle up and encourage your loved ones to do the same. You’ll save the cost of a ticket and may even save a life.

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