

VISION ZERO

Zero fatalities. Zero excuses.

FOR IMMEDIATE RELEASE

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New Campaign to Stress Wearing Your Seat Belt Kicks-off During *Click It or Ticket* Enforcement Period

Devils Lake, N.D.- Seat belts continue to save lives helping to reach North Dakota's goal of "Vision Zero- Zero Fatalities. Zero Excuses." The North Dakota Department of Transportation (NDDOT) is reminding drivers ahead of the Memorial Day holiday there are a million excuses to not buckle up, but not one of them will save your life.

Law enforcement across the state will have extra patrols from May 21 to June 3 for the *Click It or Ticket* campaign enforcing the state seat belt law. Some agencies are additionally participating in a 4-hour saturation on May 21 from 4 p.m. to 8 p.m. as a part of the "Border to Border" high visibility campaign, specifically enforcing seat belt use across the state. This enforcement period coincides with the release of NDDOT's latest media campaign focusing on the importance of always wearing a seat belt. The latest public service announcement, called "A Million Excuses" can be viewed on the Vision Zero [YouTube page](#).

In North Dakota, not wearing a seat belt continues to be the number one contributing factor of fatalities resulting from motor vehicle crashes.

"Spreading the message that seat belt use can help save lives is a huge priority for our department," says Pierce County Sheriff Josh Siegler. "*Click it or Ticket* really drives home this important message, unless you hear that sound, we will be out there issuing citations in effort to save lives."

In 2017, 55 percent of motor vehicle fatalities in North Dakota were not wearing their seat belt.

This effort is funded through federal grants administered by the NDDOT.

Vision Zero is North Dakota's primary traffic safety initiative aimed at zero fatalities and serious injuries on North Dakota roads.

Families are invited to create memorials for those who have died in crashes in North Dakota at ndcodefortheroad.org/memorial.

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