

# VISION ZERO

Zero fatalities. Zero excuses.

FOR IMMEDIATE RELEASE

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## *Click It or Ticket* Enforcement Period Begins May 20

*Fargo, N.D.*- The North Dakota Department of Transportation (NDDOT) and the North Dakota Highway Patrol want to remind 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 20 to June 2 for the *Click It or Ticket* campaign enforcing the state seat belt law. Some agencies are also participating in “Border to Border,” a high visibility campaign on May 20. “Border to Border” aims to increase both public awareness and law enforcement participation by coordinating a synchronized operation, educating motorists about the importance of buckling up.

Motor vehicle crashes are the leading cause of injury-related death in North Dakota. Lack of seat belt use is the number one contributing factor in these vehicle deaths. In 2018, of the fatalities that were seat belt eligible in North Dakota, 48% were not wearing their seat belt. That means one unbelted occupant died every ten days on North Dakota roads.

The best way any driver or passenger can protect themselves and their loved ones is always wearing a seat belt, no matter where they are going. Driving is a privilege but buckling up is a choice that impacts those you love. Always buckle up, every trip, every time.

“*Click it or Ticket* gives law enforcement the opportunity to spread the message about the importance of wearing seat belts,” says Fargo Police Chief David Todd. “But that message can start at home, too. Make sure to be a good role model and buckle up every trip, every time.”

This campaign is part of the Vision Zero strategy to eliminate motor vehicle crash fatalities and serious injuries on North Dakota roads.

Visit the [North Dakota Crash Memorial wall](#) to view memorials built on the hope of preventing another death on North Dakota roads.

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