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NAMPA POLICE DEPARTMENT

PRESS RELEASE

The Nampa Police Department will be conducting stepped-up law enforcement activities during the national 2011 *Click It or Ticket* mobilization period from May 28-June 07. The purpose of the increased seatbelt enforcement is to make motorists more aware of the importance of seat belts and to help reduce motor vehicle accident injuries by increasing seatbelt usage. This seat belt mobilization coincides with the Memorial Day weekend, to help assure motorists reach their destinations safely.

Because nighttime drivers are among those least likely to buckle up, nighttime enforcement has become a hallmark of the *Click It or Ticket* mobilization. In fact, of those who died in nighttime crashes in 2008, nearly two-thirds (64%) were not wearing seat belts at the time of the crashes.

Teens and young adults, who neglect to buckle up in greater numbers than any other age demographic, are also at an increased risk of dying in a crash. Sadly, motor vehicle crashes are the leading cause of death for American youth, exceeding all crime- and disease-related causes.

That is why the Nampa Police Department is joining state and local law enforcement agencies and highway safety groups in supporting an aggressive national *Click It or Ticket* seat belt enforcement campaign in which police will be ticketing unbelted vehicle occupants around the clock—night and day. During this mobilization, traffic officers will be focusing on traffic violators who are not wearing seat belts. The mobilization also provides extra shifts for officers to focus on seat belt violations.

Requests for more information or any questions can be directed to Sgt Matt Pavelek at 208-468-5608