

# VISION ZERO

Zero fatalities. Zero excuses.

FOR IMMEDIATE RELEASE

June 27, 2018

## *Click It or Ticket* Enforcement Period Ramps up ahead of the 4<sup>th</sup> of July

*Devils Lake, N.D.*- In an effort to save lives, law enforcement agencies across the state will have extra patrols from July 1 to August 12 for the *Click It or Ticket* campaign enforcing the state seat belt law.

Wearing your seat belt is the most effective way to protect yourself against serious injury or death when traveling in a vehicle. In 2017, every 7 days one unbelted vehicle occupant died in a motor vehicle crash in North Dakota.

“We want North Dakota citizens to take personal responsibility and wear their seat belt every time they travel in a vehicle,” says Rugby Police Chief John Rose. “The *Click it or Ticket* enforcement campaign reinforces seat belt use not just during the campaign, but every time you travel.”

This effort is funded through federal grants administered by the North Dakota Department of Transportation.

Vision Zero is North Dakota’s traffic safety goal aimed at zero fatalities and serious injuries on North Dakota roads.

Families are invited to create memorials to honor those who have died in crashes on North Dakota roads at [VisionZero.ND.gov](http://VisionZero.ND.gov).

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**NDDOT**  
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