

Governor's Office of Highway Safety

**NEWS RELEASE
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TELL YOUR FAMILY THE FACTS OF LIFE THIS THANKSGIVING.. TELL THEM TO BUCKLE-UP!

(ATLANTA) – When you put your family in the car this Thanksgiving, it's every parent's duty to tell them about the Facts of Life.. (And Death). Take a deep breath and count to three:

ONE: Nationwide last year, 40-percent of all traffic crash victims killed during the Thanksgiving holiday travel period were **NOT wearing their safetybelts**.

TWO: *Due to low safetybelt use* the heavily-traveled Thanksgiving holiday is **still** one of the most dangerous and deadliest times of the year to drive.

THREE: *Here in Georgia, failure to use safetybelts is a major contributing factor in more than half of Thanksgiving holiday traffic deaths.*

Your entire family could be buckled-up in the time it took to read about those unfortunate folks who forgot. And if your kids are too young to hear all these scary statistics, then it's your responsibility to make sure they're buckled into child safety seats appropriate for their age, weight and height.

"It's just so clear that safety belts save lives," says Director Bob Dallas of the Governor's Office of Highway Safety (GOHS). "And yet day or night-- Georgia or nationwide-- unbuckled drivers and their passengers continue to pay the price.. With their lives! That's why we always need to buckle up! Otherwise, it's just a never ending formula for fatalities:"

(LOW SEATBELT USE = HIGH HOLIDAY FATALITIES)

- **There were 3,815 traffic crashes during the 102-hr Thanksgiving period, 2008**

Still unbuckled?

When it was over, the four-day Thanksgiving holiday weekend in 2008 had claimed the lives of nineteen people in Georgia traffic crashes... And you never knew because seat belt stories rarely make statewide headlines.

"For those who think 'it just can't happen to me', there were 1,457 crash injuries in Georgia alone during that short holiday travel period," said GOHS Director Dallas. "What are your chances of surviving one without the safety of a seat belt?"

Operation CLICK IT OR TICKET underway

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Sonny Perdue, Governor

Robert F. Dallas, Director

Governor's Office of Highway Safety



"I've said it before; this is not about writing more tickets. It's about saving more lives," said Dallas. "It's not about raising revenue. It's about raising survival rates on our roadways."

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"And I'll keep saying that until we stop seeing needless deaths on Georgia highways because drivers and passengers won't invest the three seconds it takes to protect them from sudden death or serious injury by buckling up. Safety belts should become a part of every family's holiday tradition," said Director Dallas. For safety's sake, everyone should be buckled-up, every seat, every trip, every time."

That's why police, sheriff's deputies, and state troopers in Georgia will be cracking down on unbuckled drivers and their passengers when Operation Click It Or Ticket begins Monday, November 16, 2009 and continues through the Thanksgiving holiday travel period to Sunday, November 29th.

"High holiday fatality and injury predictions are the reason we've asked every law enforcement agency in Georgia to participate in the November **Click It Or Ticket** campaign," said Director Dallas. "The GOHS safetybelt enforcement campaign coordinates high-visibility road checks and concentrated patrols so that officers everywhere will write tickets to remind motorists to wear their safety belts."

And this November 16th there's a special Click It Or Ticket 'country roads' crackdown coming because the number of deadly crashes out on country roads actually accounts for more than half of all Georgia traffic fatalities. Our crash data shows Georgia's rural roads are more dangerous than our busy interstates. So a special enforcement campaign aimed at Georgia's Rural Roads is buckling down on those not buckled-up. Georgians driving or riding on rural roadways face a much greater risk of being injured or killed in traffic crashes than those in urban or suburban areas because more of those Georgians aren't wearing their safety belts. So all across Georgia, if you don't click it, expect a ticket!

Contact your local law enforcement agency for information about Click It Or Ticket enforcement road checks, patrols and campaign activities in your community.



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