



**For Immediate Release  
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**Chief Lee White**

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**To: Media**

***Coeur d'Alene Police Department***  
***Protecting and serving with excellence***

The Coeur d'Alene Police Department is participating again this year in the National Click it or Ticket campaign aimed at reducing traffic related deaths of unbelted vehicle occupants. The campaign kicks off May 18<sup>th</sup> and runs through May 31<sup>st</sup> 2015. Click it or Ticket is an annual enforcement effort supported by federal funding.

Officers across the nation will conduct high-visibility patrols encouraging drivers and passengers to buckle up. Statistics show that passenger vehicle occupants are buckling up more during the day, but not enough at night. This mobilization is created to crackdown on violators 24-7, but a strong enforcement effort is urged between the nighttime hours of 6 p.m. and 5:59 a.m. due to the significant number of violators and fatal crashes during this time.

Officers of the Coeur d'Alene Police Department would like to remind everyone that wearing a seat belt increases the chances of surviving a serious crash by 45%. Next time you head out on the road make sure you and everyone in your vehicle are buckled up. Don't just do it to avoid a ticket, do it so you arrive at your destination safely. Please remember, day and night, Click it or Ticket.

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