

# NORTH LITTLE ROCK POLICE DEPARTMENT

## PRESS RELEASE



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### For Immediate Release

#### *CLICK IT OR TICKET*

#### MOBILIZATION CAMPAIGN BEGINS NOVEMBER 16

**North Little Rock, Arkansas (November 13, 2020)** - On November 16, The NLRPD will be teaming up with law enforcement agencies nationwide to conduct the annual *Click It or Ticket* seat belt campaign which runs through November 29.

According to NHTSA, in 2018, there were 9,778 unbuckled passenger vehicle occupants killed in crashes in the United States. In that same year, 56 percent of passenger vehicle occupants killed at night (6 p.m.–5:59 a.m.) were not wearing their seat belts. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night. In North Little Rock, seat belt violations will be strictly enforced.

The *Click It or Ticket* campaign is important because it raises awareness about seat belt safety and reminds people that seat belts aren't optional. The Thanksgiving holiday is one of the busiest travel weekends of the year. Families will be heading out to spend time with their loved ones, so it's imperative that everyone understands the importance of using their seat belts.

The enforcement campaign may help people understand the dangers of unrestrained driving. One of the main reasons the NLRPD participates in the *Click It or Ticket* campaign is to hopefully help save lives and educate the community about the importance of using a seat belt.

For more information on the *Click It or Ticket* mobilization, please visit [www.nhtsa.gov/ciot](http://www.nhtsa.gov/ciot).

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