

NEWS RELEASE

Indiana Criminal Justice Institute



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FOR IMMEDIATE RELEASE

May 13, 2009

Indiana Criminal Justice Institute Partners with Toyota to Launch Statewide *Click It or Ticket* Enforcement

Annual Memorial Day Mobilization begins May 15

Indianapolis, IN. – In an effort to decrease the number of fatalities and injuries involving unrestrained motorists on Indiana roadways, the Indiana Criminal Justice Institute (ICJI) and Toyota today announced the launch of the statewide *Click It or Ticket* enforcement mobilization. This mobilization will include the Indiana State Police and more than 250 local law enforcement agencies throughout the state.

Indiana's 2009 *Click It or Ticket* effort will take place from May 15 – May 31, covering the highly traveled Memorial Day holiday. With an emphasis on urging more motorists to buckle up day **and** night, officers will be on the lookout for unrestrained motorists around the clock.

“Research shows that fewer people buckle up at night, which increases the risk of being killed or injured in a crash,” said ICJI Executive Director, T. Neil Moore. “Through high-visibility enforcement efforts like *Click It or Ticket*, officers can ensure that all Hoosier drivers and passengers buckle up around the clock - every trip, every time.”

According to ICJI, a total of 814 people were killed in traffic crashes on Indiana roadways in 2008. Of those killed in motor vehicles, 52 percent were unrestrained.

While officers will be on the lookout for all unrestrained motorists during the enforcement, there will be a specific focus on pickup trucks. According to ICJI, pickup truck drivers and passengers have the lowest seat belt usage rate among all vehicle types in the state. Of the pickup truck occupants killed in 2007, only 28 percent were known to be restrained.

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“Every Seat, Every Trip, Every Time!”

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“At Toyota, safety is a priority in everything we do—from the vehicles we put on the road to the people who drive them. We believe an auto company can be a vehicle for change, and by supporting traffic safety initiatives such as *Click It or Ticket* we are supporting life-saving driving behaviors that have proven to benefit drivers and occupants of all passenger vehicles,” said Toyota Merchandising Manager, Donna Peplansky.

“Click It or Ticket” is a national campaign supported by federal funding allocated to Indiana from the National Highway Traffic Safety Administration (NHTSA). Indiana’s enforcement mobilization is reinforced by a paid statewide advertising buy and additional public outreach efforts to comprehensively promote the life-saving benefits of regular seat belt use to all motorists. For more information, visit www.in.gov/cji

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