



May 16, 2007

FOR IMMEDIATE RELEASE AND INFORMATIONAL PURPOSES

**NATIONAL TRAFFIC SAFETY INSTITUTE SUPPORTS
THE ARIZONA GOVERNOR'S OFFICE OF HIGHWAY SAFETY,
EMERGENCY RESPONSE TEAMS, AND LAW ENFORCEMENT
PARTNERS "CLICK IT OR TICKET" SEAT BELT CAMPAIGN**

**NTSI IS A PARTICIPATING PARTNER IN THE CIOT KICK-OFF
PRESS CONFERENCE THURSDAY, MAY 17, AT 10 AM AT
AIREVAC FLIGHT CENTER, SKY HARBOR AIRPORT**

TUCSON, AZ – National Traffic Safety Institute will join GOHS, police, fire, nurses associations, and other partners, in support of the national "Click It Or Ticket" campaign in an effort to reduce the number of injuries and deaths occurring as a result motorists and passengers not wearing seatbelts, particularly at night.

According to the National Highway Traffic Safety Administration (NHTSA), more than 15,000 passenger vehicle occupants died in traffic crashes between the nighttime hours of 6:00 p.m. and 5:59 a.m. during 2005– and 59 percent of those passenger vehicle occupants killed were NOT wearing their seat belts at the time of the fatal crash.

The proportion of unbuckled deaths at night is considerably higher than the also alarming 44 percent of passenger vehicle occupants who were not wearing their seats belts and were killed during daytime hours across the nation that same year.

That's why National Traffic Safety Institute announced today they are joining with state and local law enforcement and highway safety officials during mid-May through Memorial Day to support an aggressive national "Click It or Ticket" seat belt enforcement mobilization to crack down on low seat belt use and to reduce highway fatalities – with a new emphasis this year on convincing more motorists to buckle up – day and night.

“Clearly, more drivers at night than during the day are taking the attitude that ‘it will never happen to me,’ but the risk of a fatal crash actually goes up significantly at night,” Paul Hallums, President of NTSI said. “That’s why beginning mid-May, NTSI will be supporting law enforcement and advocacy groups in their efforts to buckle down on drivers and passengers to make sure that all occupants, in all vehicles, are buckled up – day and night.”

Hallums said regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes. He said that in 2005, 77 percent of passenger vehicle occupants in a serious crash who were buckled up, survived the crash, and that when worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent – and by 60 percent – in pickup trucks, SUVs and mini-vans.

Yet nearly one in five Americans (19 percent nationally) still fail to regularly wear their seat belts when driving or riding in a motor vehicle according to NHTSA’s observational seat belt studies.

Hallums said, “Wearing your seat belt costs you nothing, but the cost for not wearing it certainly will. So unless you want to risk a ticket, or worse - your life or the life of a loved one, please remember to buckle up day and night – ‘Click It or Ticket.’”

For more information, please call Paul Hallums, President of NTSI, at (520) 403-9915 or log onto NHTSA’s website at www.nhtsa.gov/link/ciot.htm.