



## TEMPLE TERRACE POLICE DEPARTMENT NEWS RELEASE

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Nov. 18, 2014

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FOR IMMEDIATE RELEASE

### **This Thanksgiving, Buckle Up or Pay Up ...**

*'Click It or Ticket' Enforcement Targets Those Not Buckling Up*

**TEMPLE TERRACE, FL. – (11/18/14)** – The Thanksgiving holiday season is one of the busiest travel times of the year, and to help save lives on our roadways the Temple Terrace Police Department is teaming up with other law enforcement agencies to enforce Florida seat belt laws.

“Too many people are not getting the message, so we’ll be out in force during the long travel weekend with a simple goal — to strictly enforce the law and save more lives,” said Capt. Mike Pridemore of the Temple Terrace Police Department. “It’s a simple step each of us can take to protect ourselves and our loved ones, but it’s often forgotten during the hustle and bustle of holiday travel.”

During the 2010 Thanksgiving extended holiday period (6 p.m., November 24, to 5:59 a.m., November 29) 337 passenger vehicle occupants were killed in motor vehicle traffic crashes nationwide, and a staggering 55 percent of those were not wearing their seat belts at the time of the fatal crash, according to the National Highway Traffic Safety Administration.

Nationally in 2010, 61 percent of the 10,647 passenger vehicle occupants who were killed in motor vehicle traffic crashes during overnight hours (6 p.m. to 5:59 a.m.) were not wearing their seat belts at the time of the fatal crash, compared to 42 percent during the daytime hours.

During the Thanksgiving holiday weekend, 64 percent of nighttime fatalities involved unbelted passenger vehicle occupants, while only 41 percent of daytime fatalities involved unbelted passenger vehicle occupants, statistics show.

“Throughout the year, but especially during busy travel times like Thanksgiving, we will be cracking down on those who don’t buckle up to help save lives and prevent injuries,” Pridemore said.

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