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## NEWS RELEASE

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**Date:** 05/15/2015  
**TDD:** 791-2639

### **BUCKLE UP ARIZONA...IT'S THE LAW!**

#### **Traffic Enforcement Deployment Monday, May 18 through Sunday, May 31, 2015**

In an effort to save more lives on Arizona's roadways this month, the Governor's Office of Highway Safety is partnering with the Tucson Police Department and other local law enforcement agencies to increase seat belt and child safety seat usage throughout the state.

As part of a the national Click It or Ticket seat belt enforcement campaign, law enforcement agencies across the state will be stepping up traffic enforcement patrols and increasing other enforcement efforts to drive home the message: Buckle Up Arizona...It's the Law! Arizona presently conducts enforcement under a secondary seat belt law and a primary child safety seat law. The enforcement campaign is based upon high visibility traffic enforcement with a "zero-tolerance" approach towards seat belt and child safety seat usage.

Despite widespread efforts to educate drivers about the importance of wearing seat belts, motor vehicles collisions continue to be the leading cause of death and serious injuries to the citizens of our state. Regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes. When worn correctly, seat belts have proven to reduce serious crash-related injuries and deaths by about 50%. The proper and consistent use of child safety seats has been found to reduce the risk of fatal injury by 71% for infants (younger than 1 year old) and by 54% for toddlers (1 to 4 years old) in passenger cars. Properly installed booster seats reduce the risk for serious injury by 45% among children ages 4 to 8 years old.

The enforcement mobilization will run from **May 18, 2015 through May 31, 2015**. Funding was provided by the Arizona Governor's Office of Highway Safety.

**BUCKLE UP ARIZONA.... IT'S THE LAW!**

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