



Las Vegas Metropolitan Police Department

Office of Public Information

★ 400 E. Stewart Avenue ★ Las Vegas, NV ★ 89101-2984

828-3394 Fax 828-1550

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FOR IMMEDIATE RELEASE

Director Carla Alston
Sgt. John Loretto
Officer Jose Montoya
Officer Martin Wright
Officer Bill Cassell
Officer Ramon Denby

“CLICK IT OR TICKET” THANKSGIVING HOLIDAY SEAT BELT ENFORCEMENT

The Las Vegas Metropolitan Police Department will be conducting seat belt saturation this Thanksgiving Holiday weekend starting on Friday, November 23, 2007. The objective of this campaign, which will run from November 16, 2007 to November 30, 2007, is to reduce traffic fatalities on both our state and local roadways.

During this period, officers from L.V.M.P.D., along with agencies across the state, will be conducting stepped-up enforcement for seat belt violations. According to the National Highway Traffic Safety Administration (NHTSA), “Research has shown that lap/shoulder belts, when used properly, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent.”

This statewide enforcement effort will focus on both drivers and passengers who violate seat belt laws. Throughout this campaign, officers will aggressively enforce the seat belt law by adopting a strict **“No Tolerance”** approach when dealing with violators, this aggressive effort is focused on spreading the message that regular use of seat belts is the single most effective way to reduce both injuries and fatalities in motor vehicle crashes. Officers will begin this campaign by saturating the areas surrounding major local shopping malls, these malls traditionally have a high volume of vehicle traffic during the holiday season.

This effort is coordinated by the National Highway Traffic Safety Administration, and is partially funded by a grant from the Nevada Department of Public Safety / Office of Traffic Safety.

For further information regarding this campaign, please contact Sergeant Oscar Chavez at 262-2856.

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