**The City of Loveland**
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**PRESS RELEASE**

Who: City Of Loveland Police Division

What: Click It or Ticket Campaign

When: May 24 – June 6, 2010

Where: City of Loveland, Ohio

LOVELAND, OHIO :
The Loveland Police Division is partnering with the Ohio Department of Public Safety to encourage motorists to buckle up. Seat belts are the single most effective piece of safety equipment in a vehicle, yet the National Highway Traffic Safety Administration observational studies show that nearly one out of five Americans still fails to wear a seat belt when driving or riding in a motor vehicle.

Stepped-up law enforcement activities will be conducted during the 2010 *Click It or Ticket* mobilization period from May 24 – June 6. The mobilization is being supported by an $8 million national paid advertising campaign, which, along with additional state advertising, will encourage every driver and passenger to buckle up, especially at night. "Seat belts clearly save lives. But, unfortunately, too many people still need a tough reminder, so we are going to be looking day and night for those that are not buckled up," said Officer Chad Caudell, Loveland Community Resource Officer. "Wearing your seat belt costs you nothing, but not wearing it will. So unless you want to risk a ticket, or worse, your life, please remember to buckle up night and day."

***PLEASE LIST A NAME AND CONTACT PERSON FOR THE MEDIA TO CALL:***
Officer Chad Caudell, Loveland Police Division 583-3000