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## **Seat Belts Just Don't Click With Teens**

*Law Enforcement Will Crack Down on Seat Belt Violations March 15-31*

JEFFERSON CITY – Under Missouri's Graduated Drivers License Law, seat belt use is required for young drivers. It is a primary offense. Unfortunately 40 percent of Missouri teens don't buckle up. Law enforcement will be out in full force March 15-31 to crack down on unbelted drivers and save lives.

One in four Missouri traffic crashes involves a young driver. Between 2007 and 2009, 304 teens (15-19) were killed in traffic crashes. Of those killed, 72 percent were unbuckled.

"Many drivers take the attitude that 'it will never happen to me,' especially teens, but fatal crashes happen every day to all types of people," said Leanna Depue, chair of the executive committee of the Missouri Coalition for Roadway Safety. "Law enforcement will ticket teens who aren't buckled up."

Missouri will also continue to educate teens on the importance of buckling up through statewide seat belt programs, such as the *Get Your Buckle On* campaign, Battle of the Belt program and Team Spirit.

Sponsored by the Missouri Coalition for Roadway Safety, the *Get Your Buckle On* educational campaign encourage teens to visit [getyourbuckleon.com](http://getyourbuckleon.com) and submit a seatbelt dance reminding teens to click it.

"The best way to reach teens is through their peers," said Depue. "We're asking teens to help save the lives of their friends by reminding them to buckle up every time they get in a car."

The *Get Your Buckle On* campaign begins March 8 and runs through March 28. It will include TV, radio and Internet advertising.

Visit [getyourbuckleon.com](http://getyourbuckleon.com) to hear and download the original song, upload videos of your dance, download additional videos or find out more. Get your buckle on and ARRIVE ALIVE.

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